

FIG.1

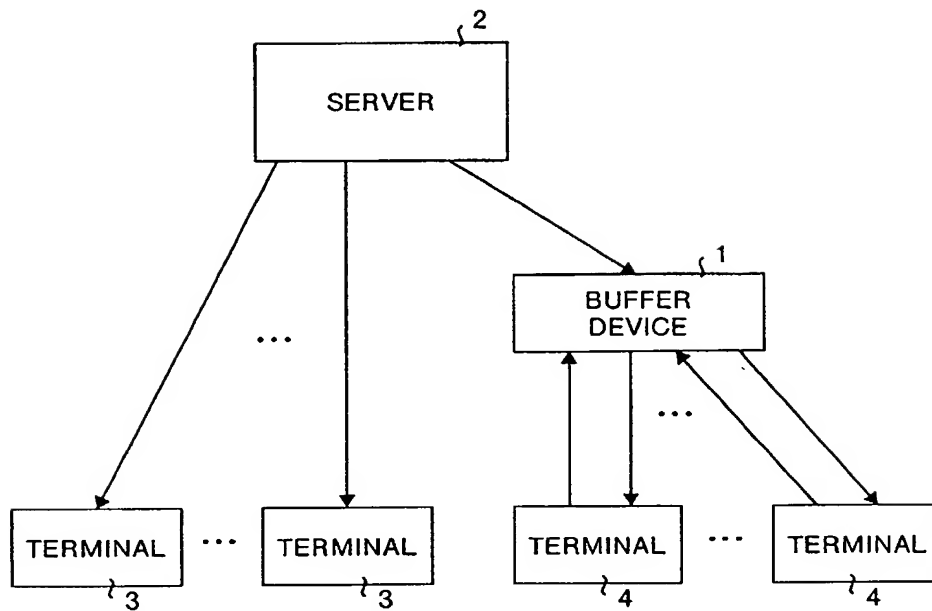


FIG.2

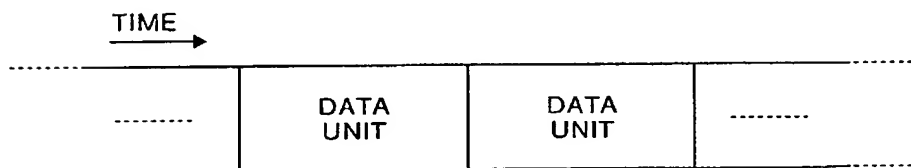


FIG.3

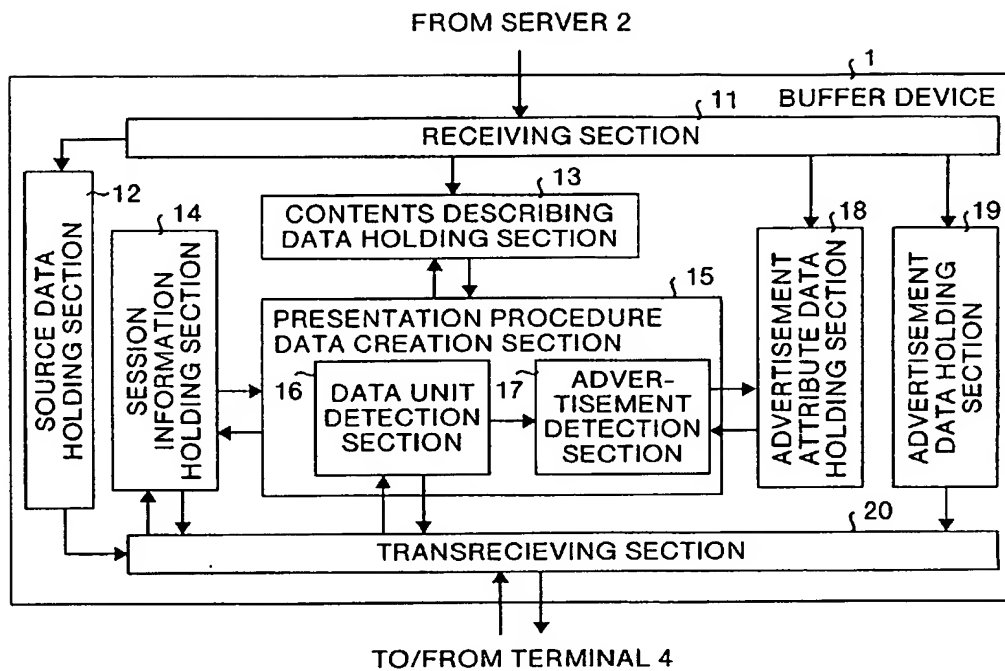


FIG.4

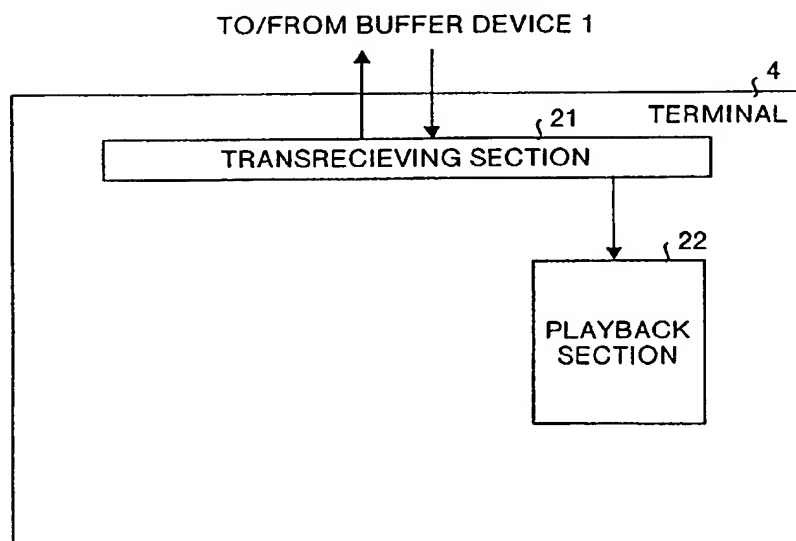
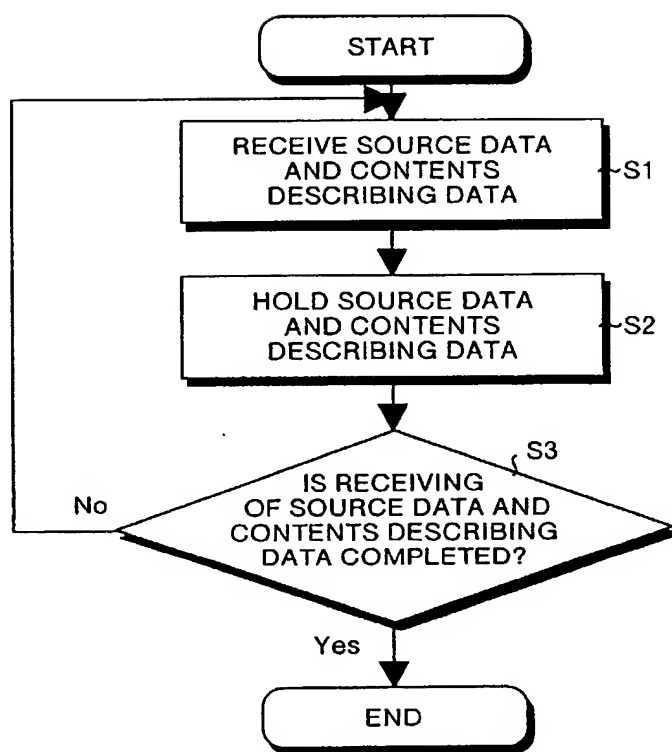


FIG.5



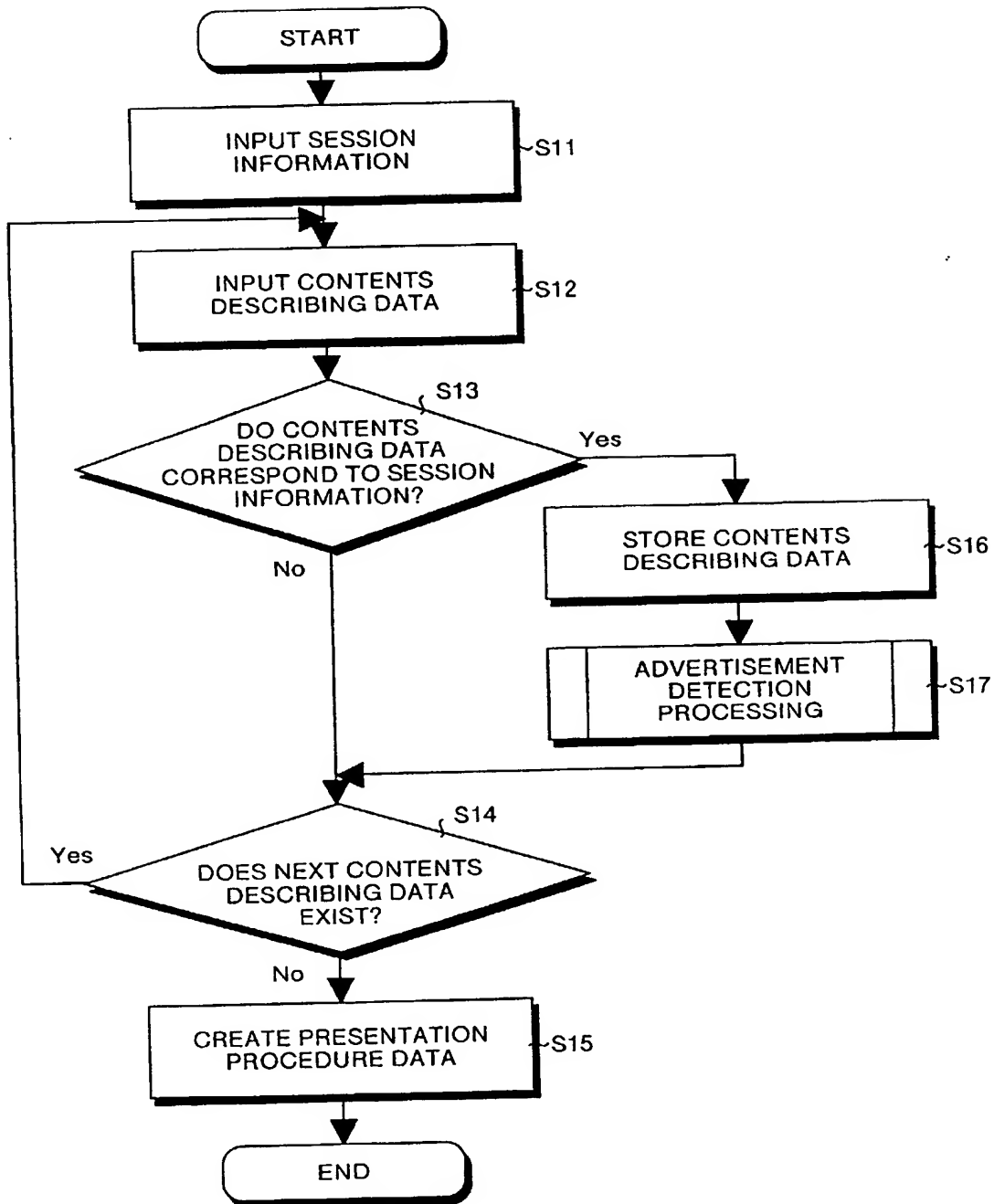
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FIG.6

DATA UNIT	TIME SPAN	NAME OF ACTOR	PRODUCT NAME
SCENE 1	00 MINS 00 SECS - 10 MINS 10 SECS	NONE	NONE
SCENE 2	10 MINS 10 SECS - 10 MINS 30 SECS	ACTOR A	PRODUCT X
.
SCENE 11	25 MINS 30 SECS - 25 MINS 45 SECS	ACTOR B	PRODUCT Y
SCENE 12	25 MINS 45 SECS - 35 MINS 40 SECS	NONE	NONE
SCENE 13	35 MINS 40 SECS - 36 MINS 10 SECS	ACTOR B	PRODUCT X
.

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FIG.7



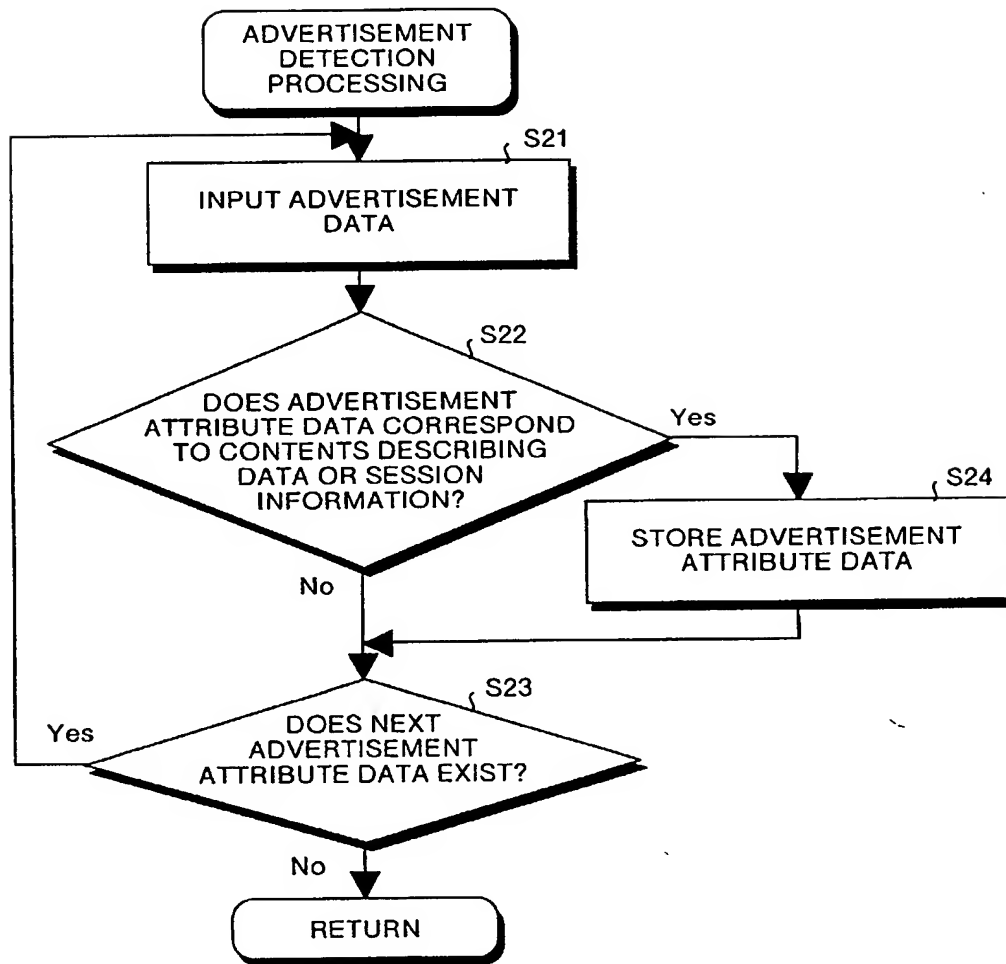
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FIG.8

USER	ACTOR LIKED BY USER	PRODUCT USER WISHES TO BUY
USER 1	ACTOR A	PRODUCT X
USER 2	ACTOR B	PRODUCT Y
...

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FIG.9



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FIG.10

ADVERTISEMENT	PRODUCT
ADVERTISEMENT 1	PRODUCT X
ADVERTISEMENT 2	PRODUCT Y
.

FIG.11

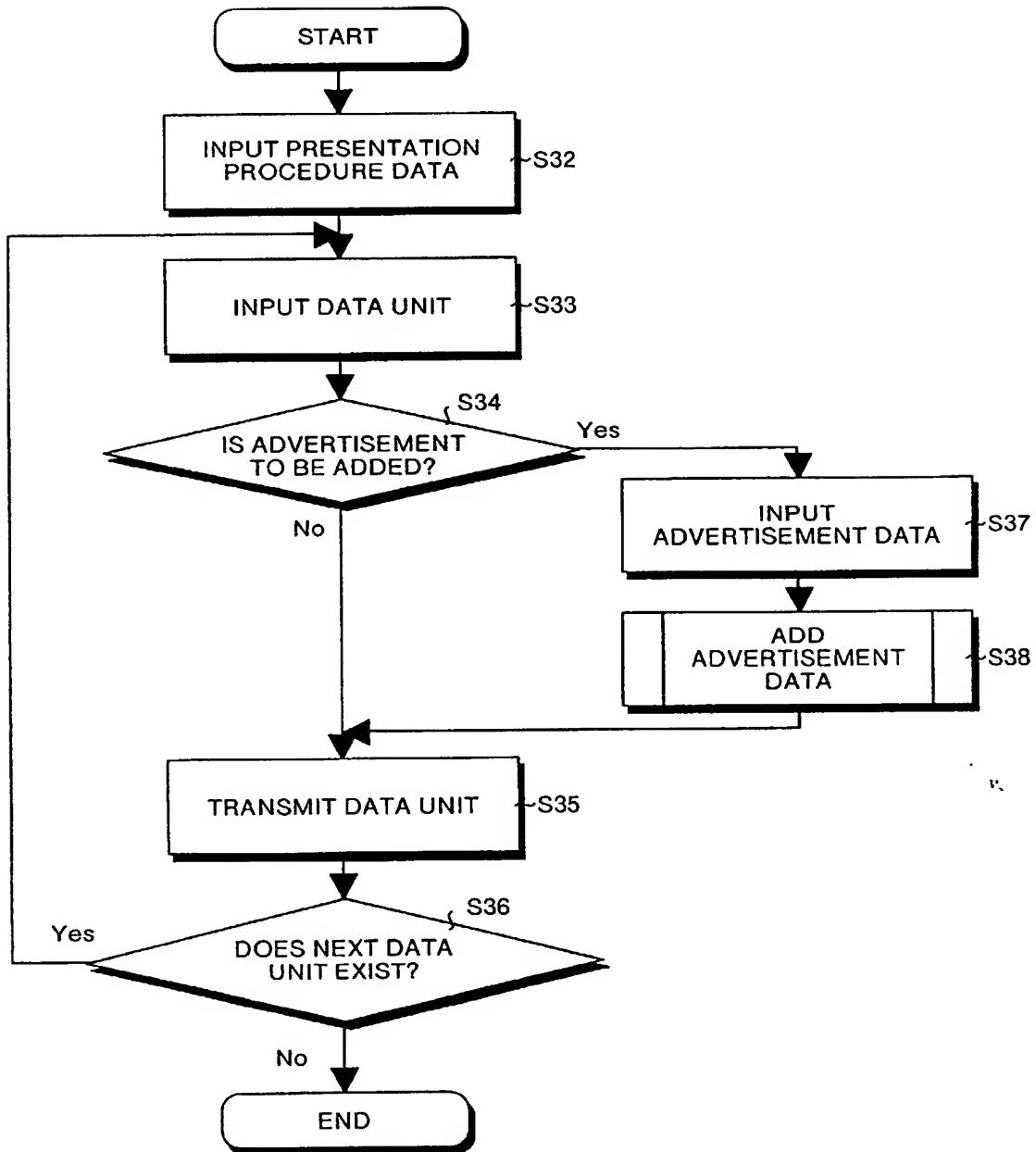
(a)

USER 1
SCENE 1
SCENE 2
ADVERTISEMENT 1
. . .
SCENE 11
SCENE 12
SCENE 13
. . .

(b)

USER 2
SCENE 1
SCENE 2
. . .
SCENE 11
ADVERTISEMENT 2
SCENE 12
SCENE 13
. . .

FIG.12



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FIG.13

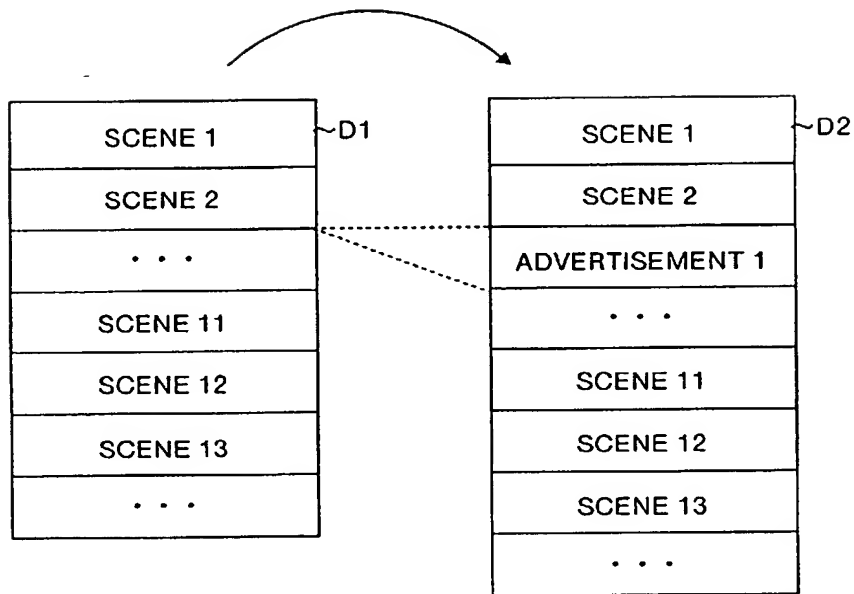
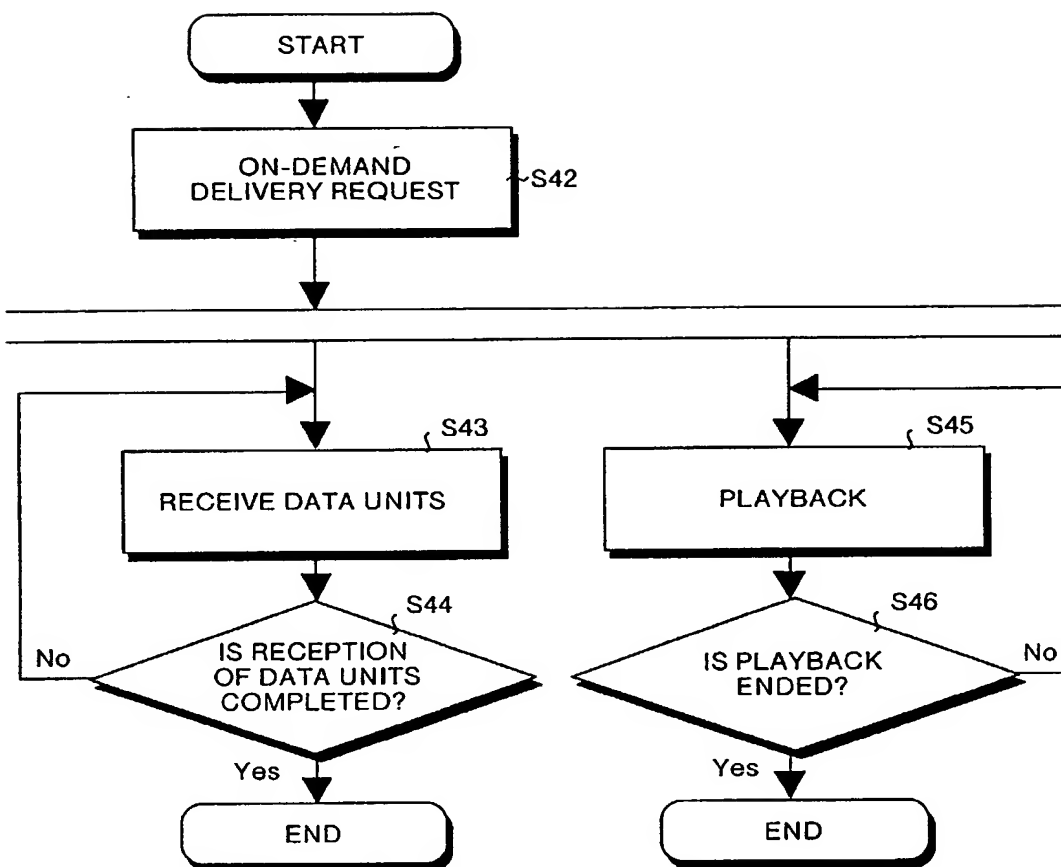


FIG.14



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FIG.15

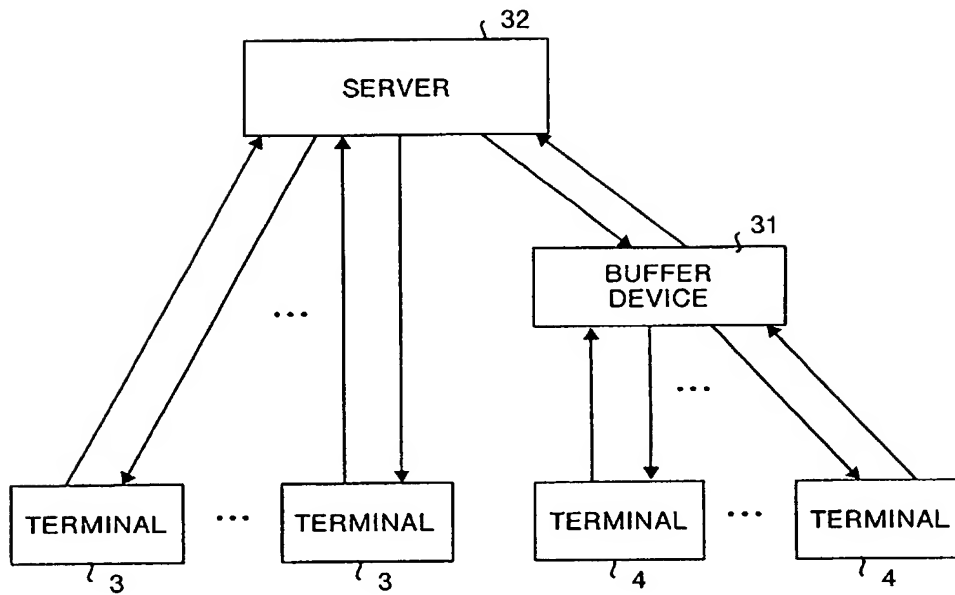


FIG.16

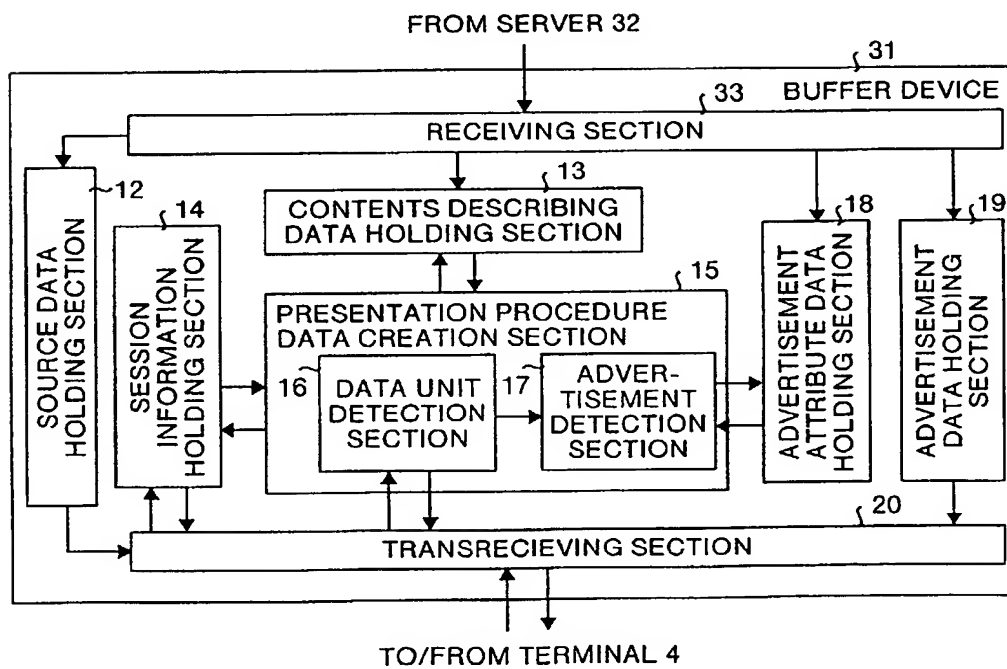


FIG.17

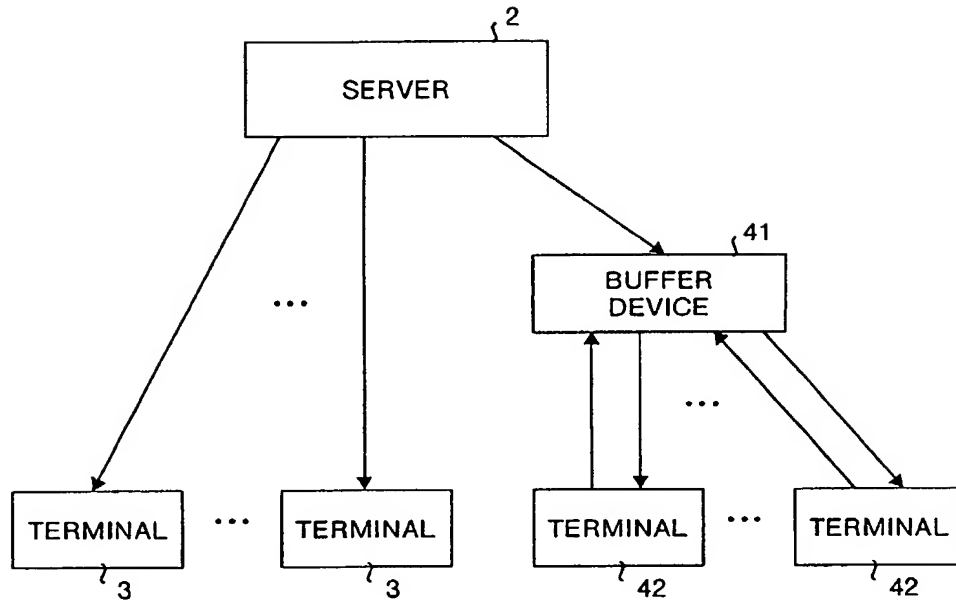


FIG.18

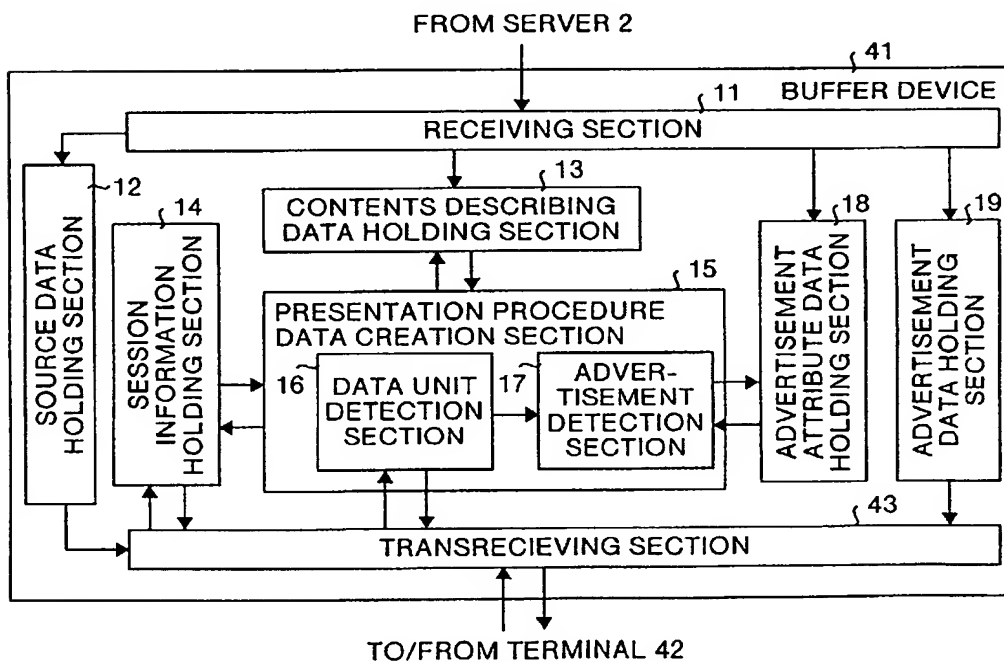


FIG.19

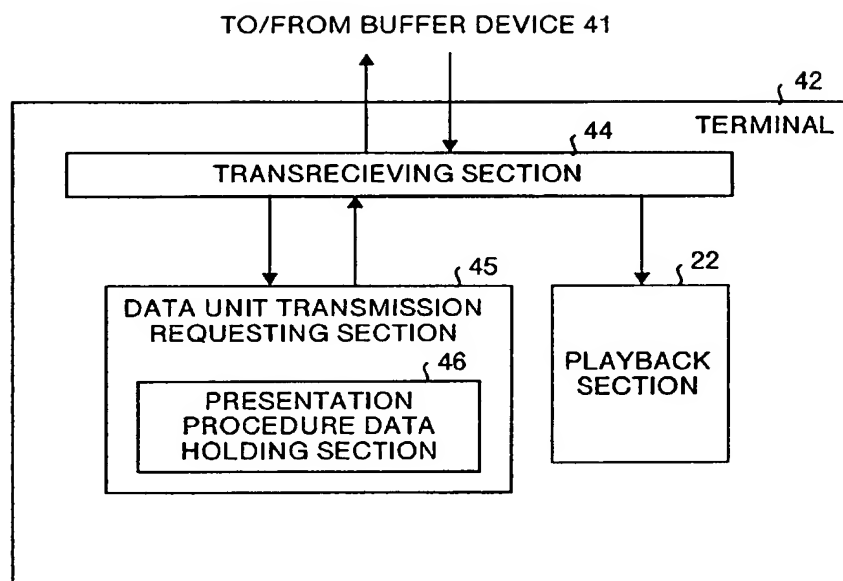
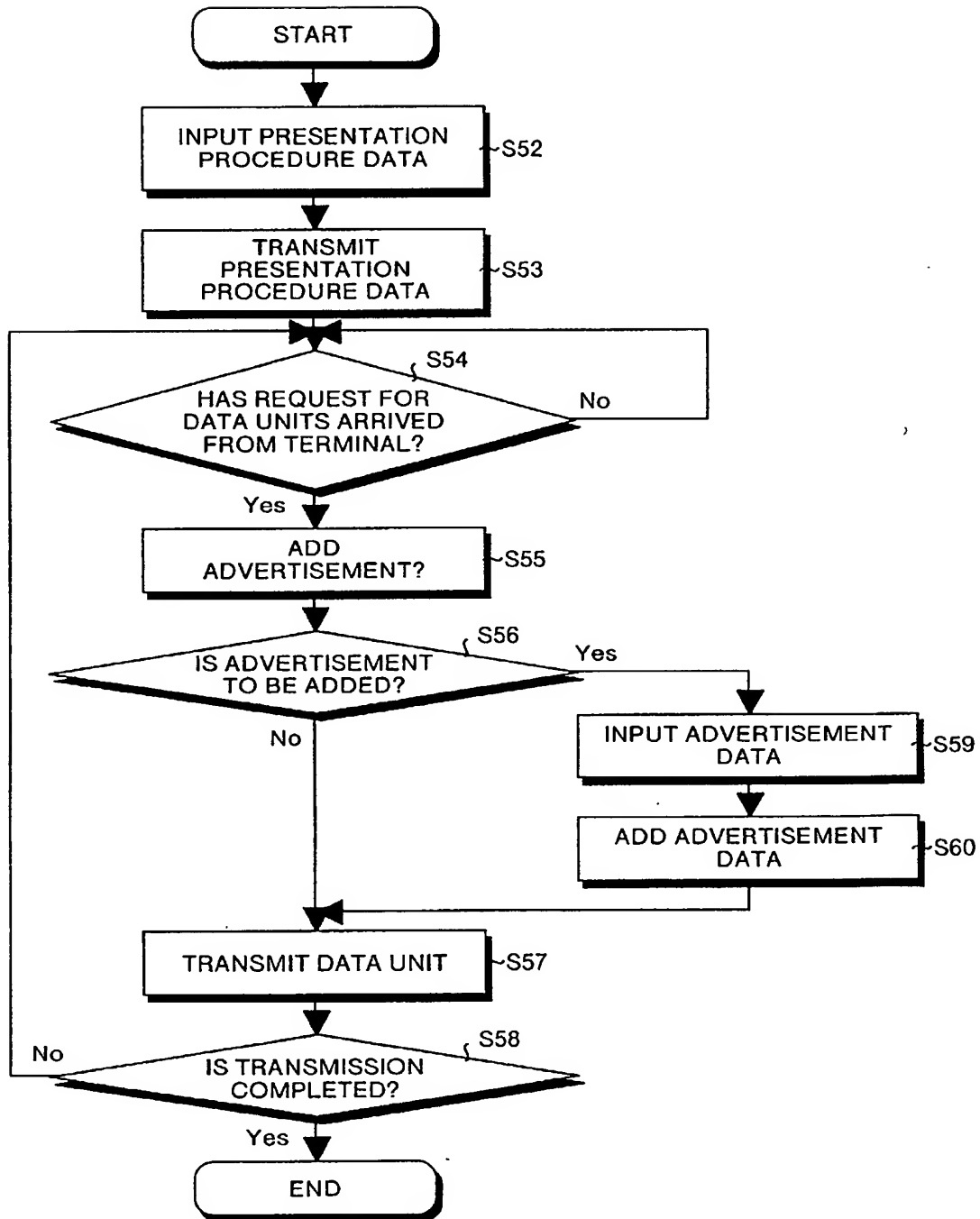
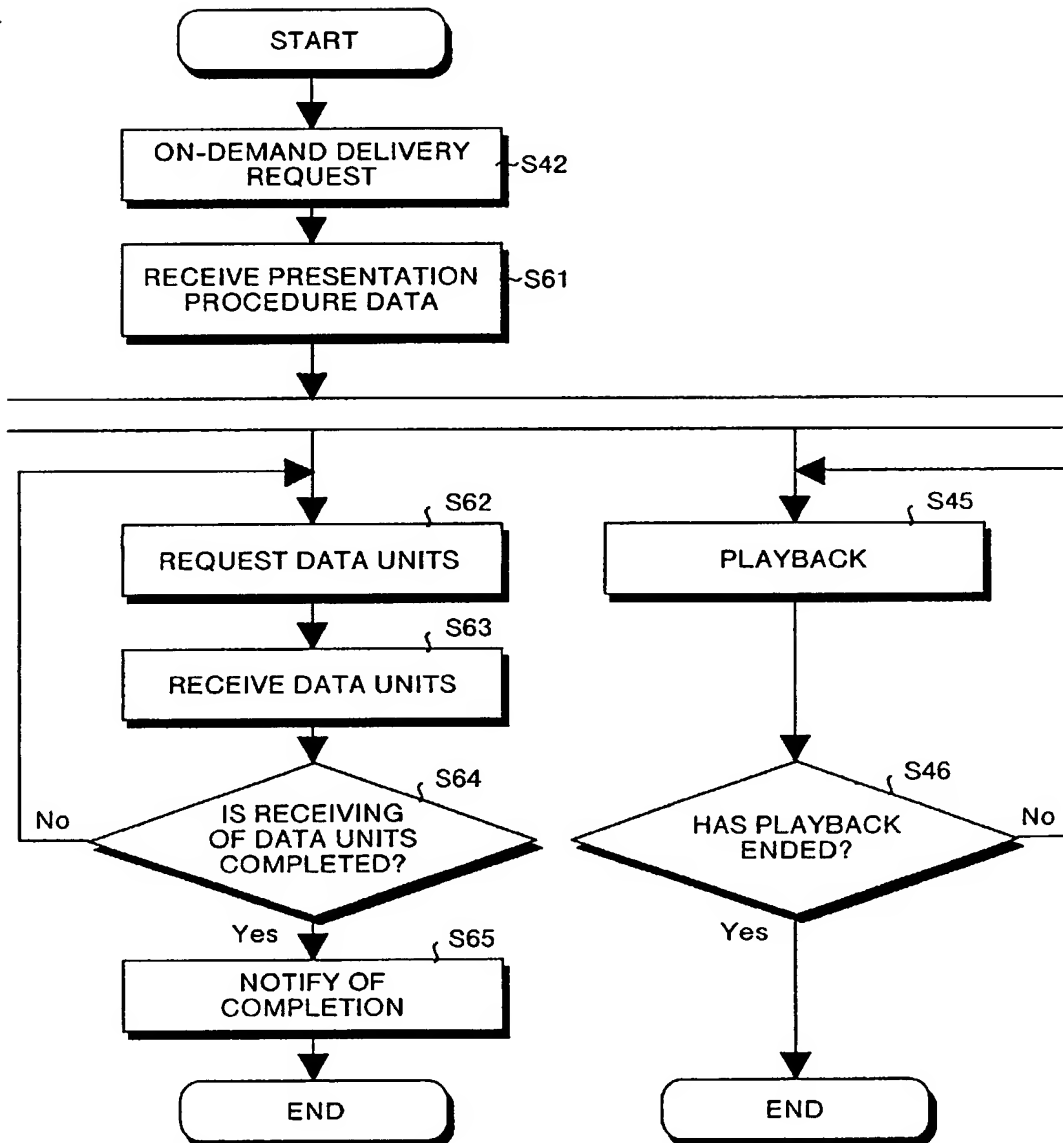


FIG.20



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FIG.21



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FIG.22

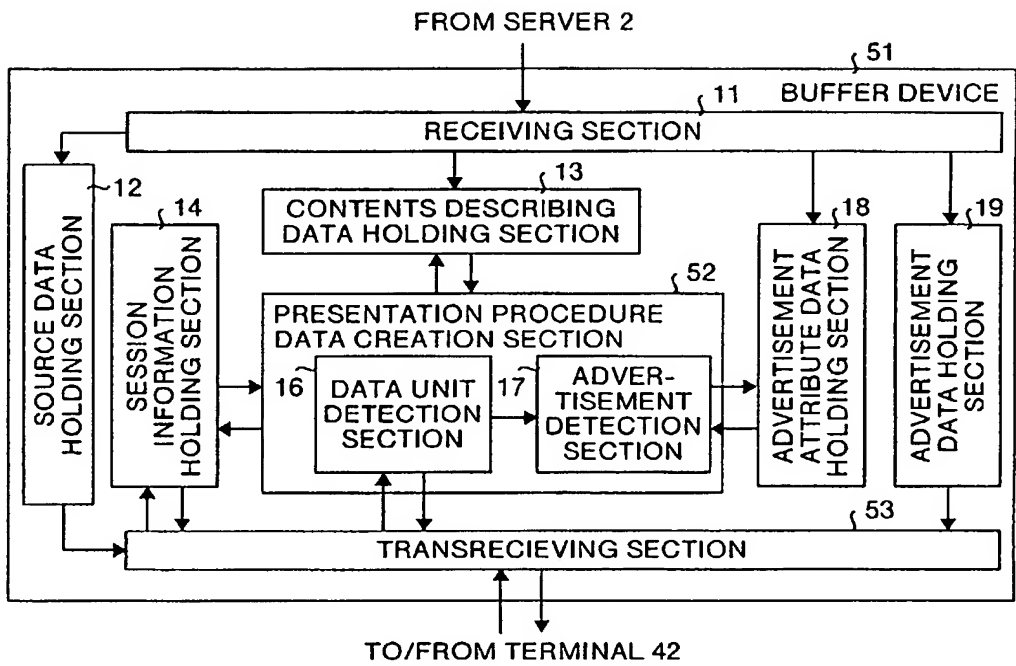


FIG.23

USER 1	
SCENE 1	
SCENE 2	ADVERTISEMENT 1
...	
SCENE 11	
SCENE 12	
SCENE 13	
...	

FIG.24

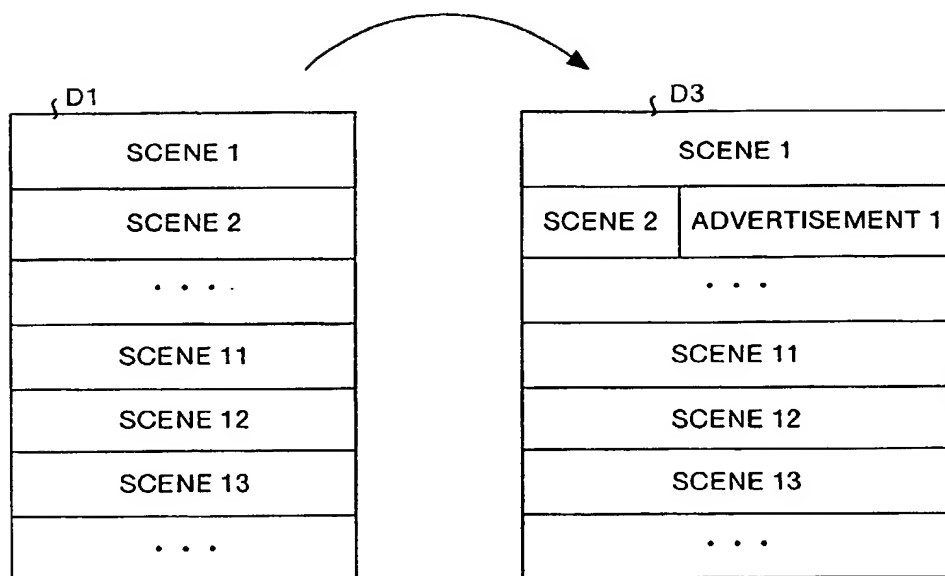


FIG.25

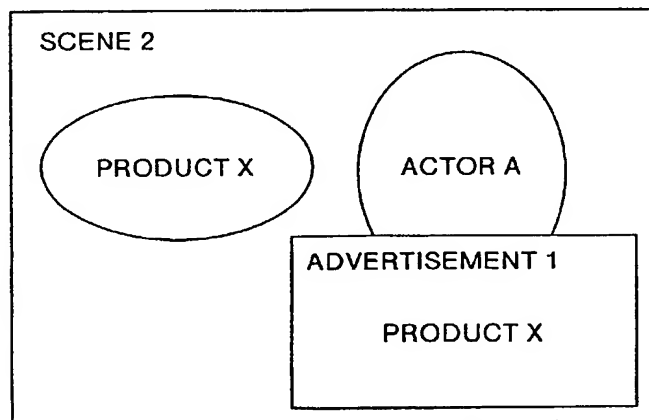


FIG.26

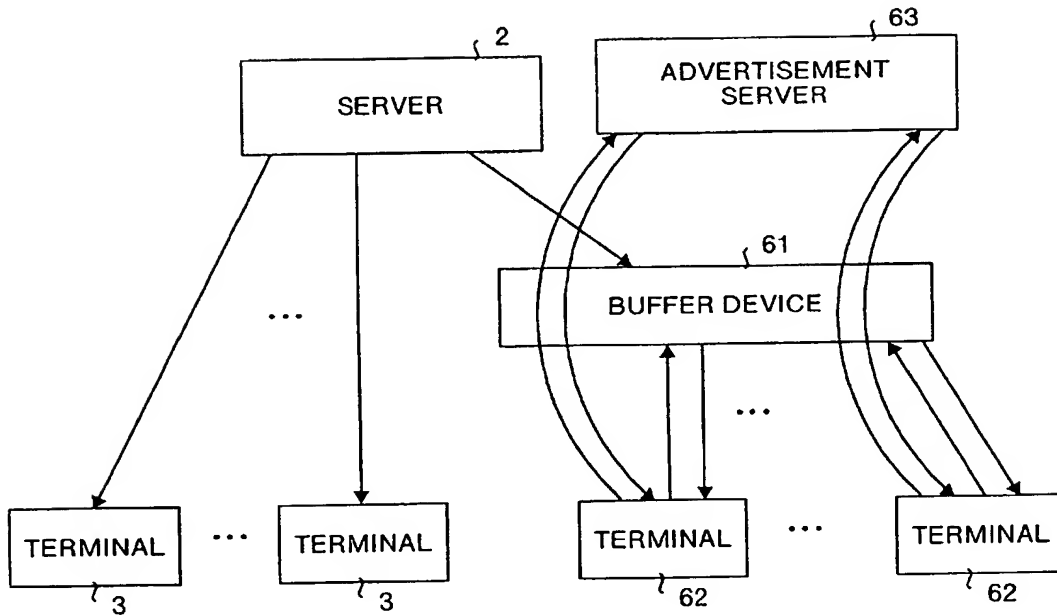


FIG.27

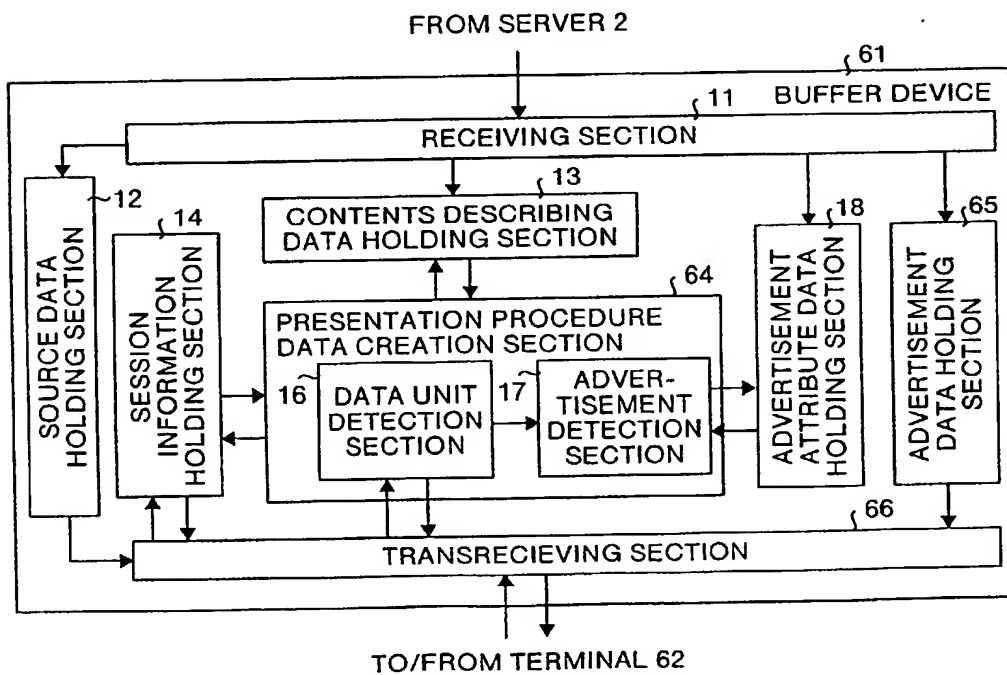
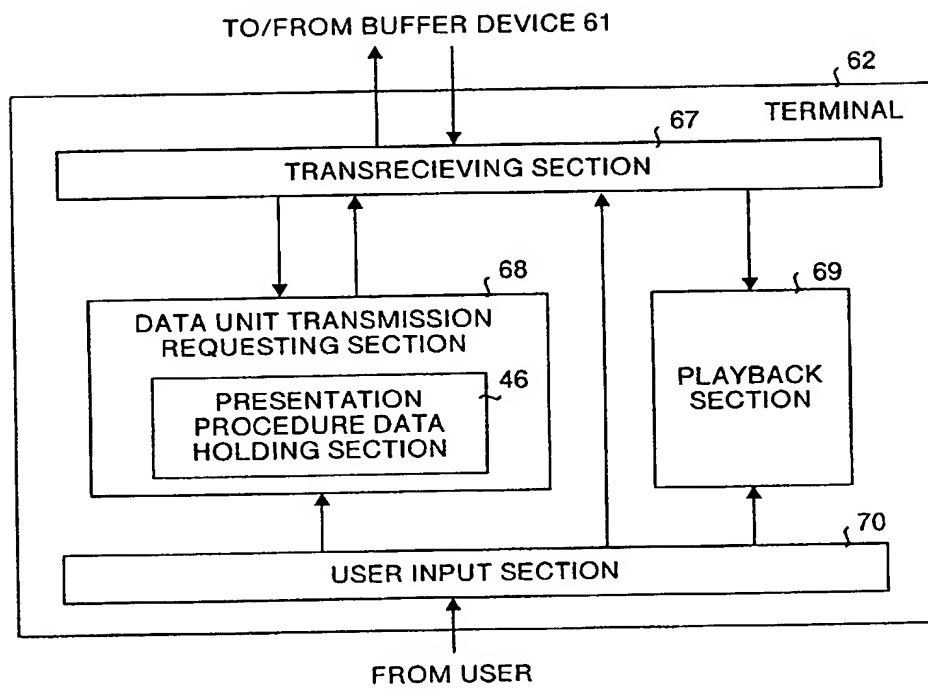
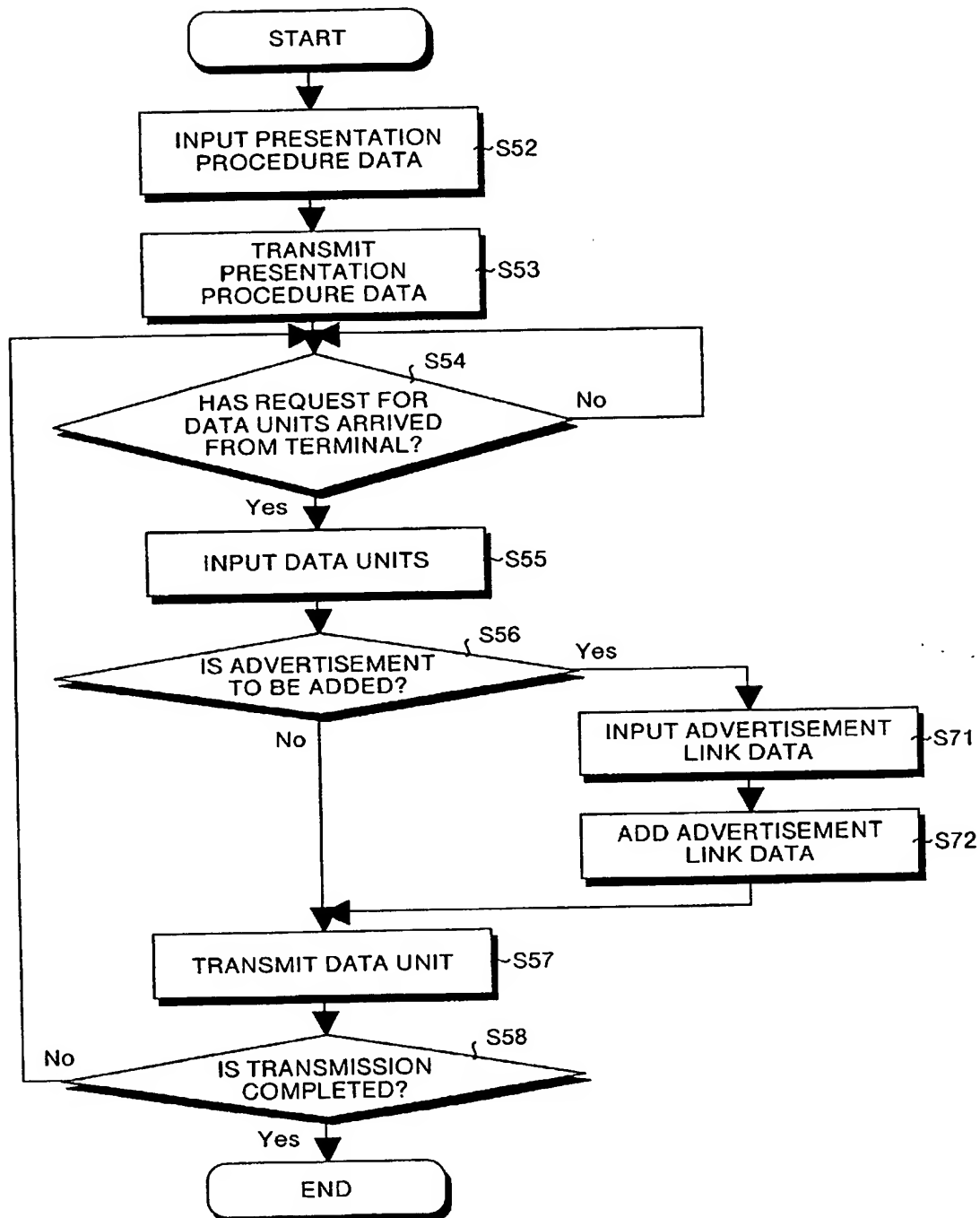


FIG.28



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FIG.29



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FIG.30

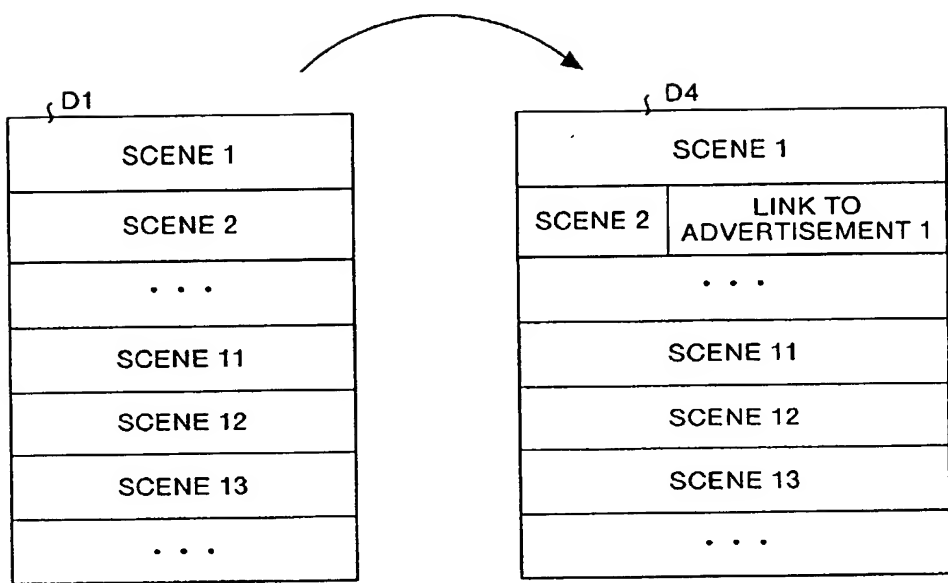
LINK INFORMATION		POINTER TO ADVERTISEMENT 1
ANCHOR INFORMATION	DISPLAY ATTRIBUTES	SHAPE: RECTANGULAR BUTTON COLOR: SEMITRANSSPARENT BLUE TEXT: DETAILED INFORMATION ABOUT PRODUCT X
	POSITION INFORMATION	T1,X1,Y1,W1,H1 T2,X2,Y2,W2,H2 T3,X3,Y3,W3,H3

FIG.31

FOR USER 1	
SCENE 1	
SCENE 2	LINK TO ADVERTISEMENT 1
...	
SCENE 11	
SCENE 12	
SCENE 13	
...	

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FIG.32



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FIG.33

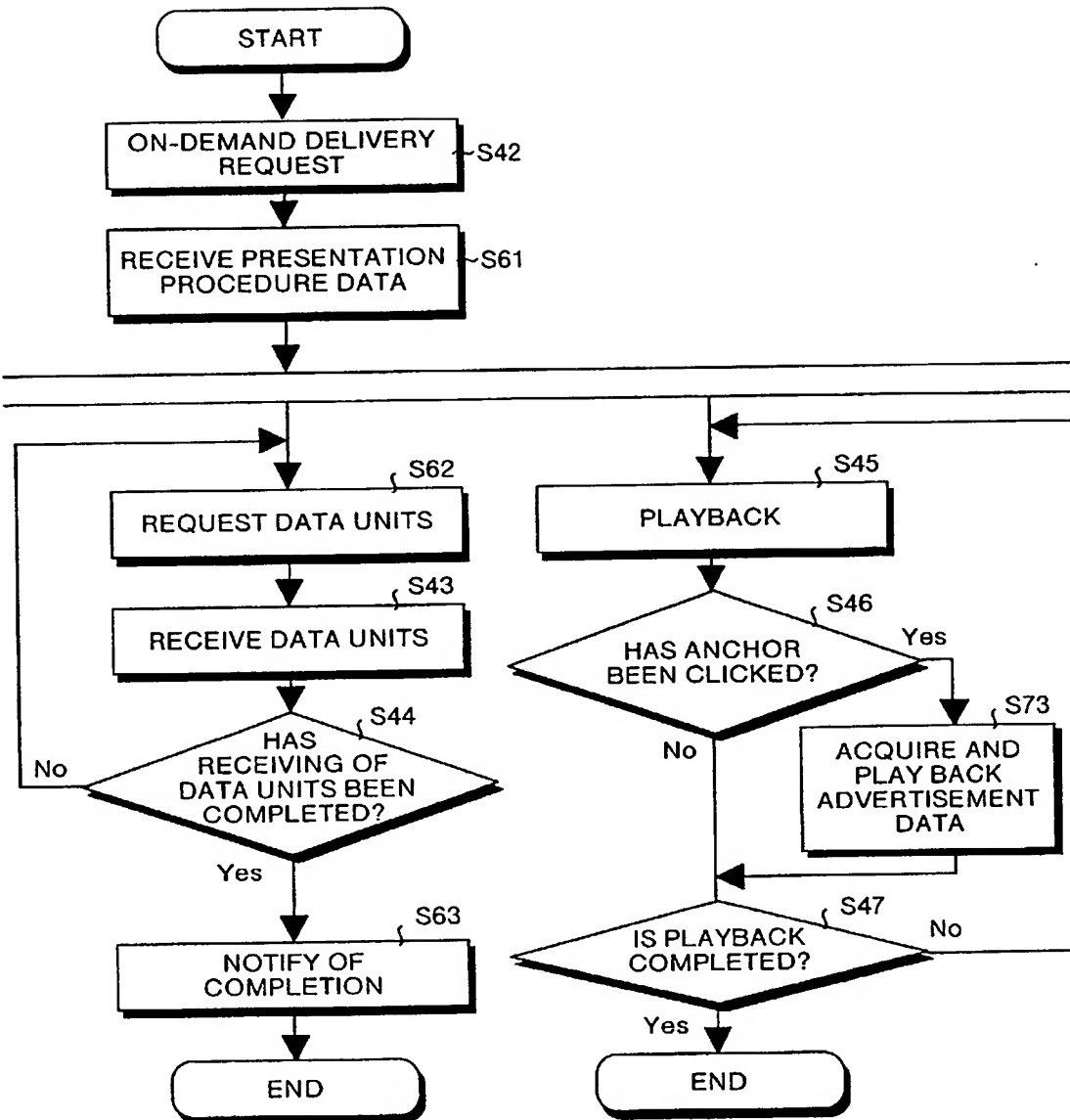


FIG.34

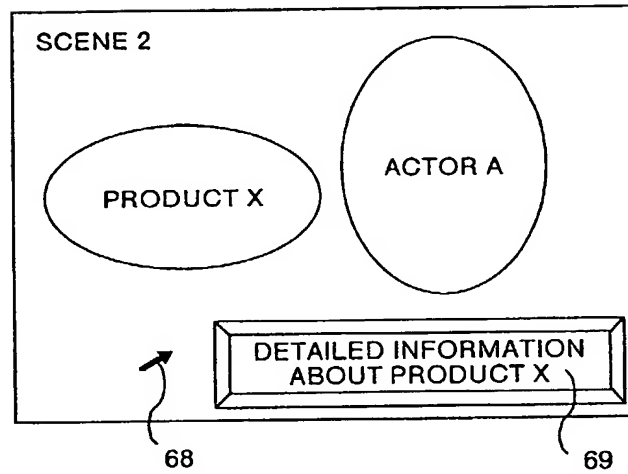


FIG. 35

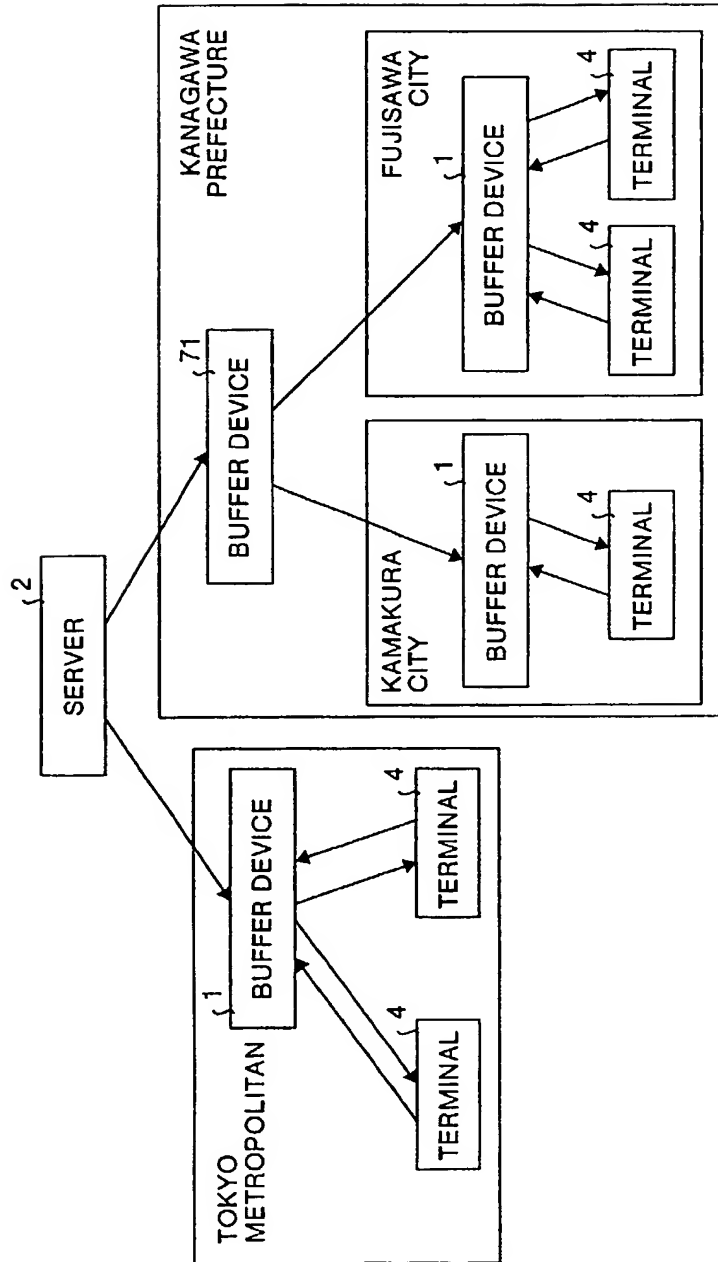


FIG.36

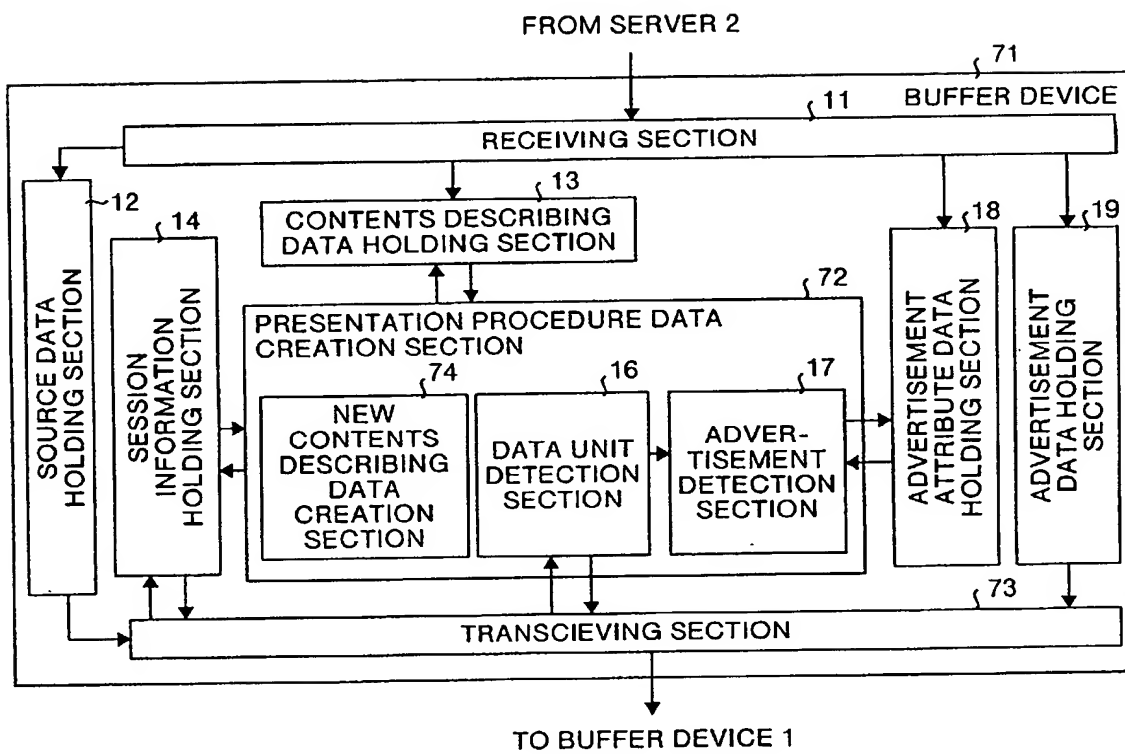


FIG.37

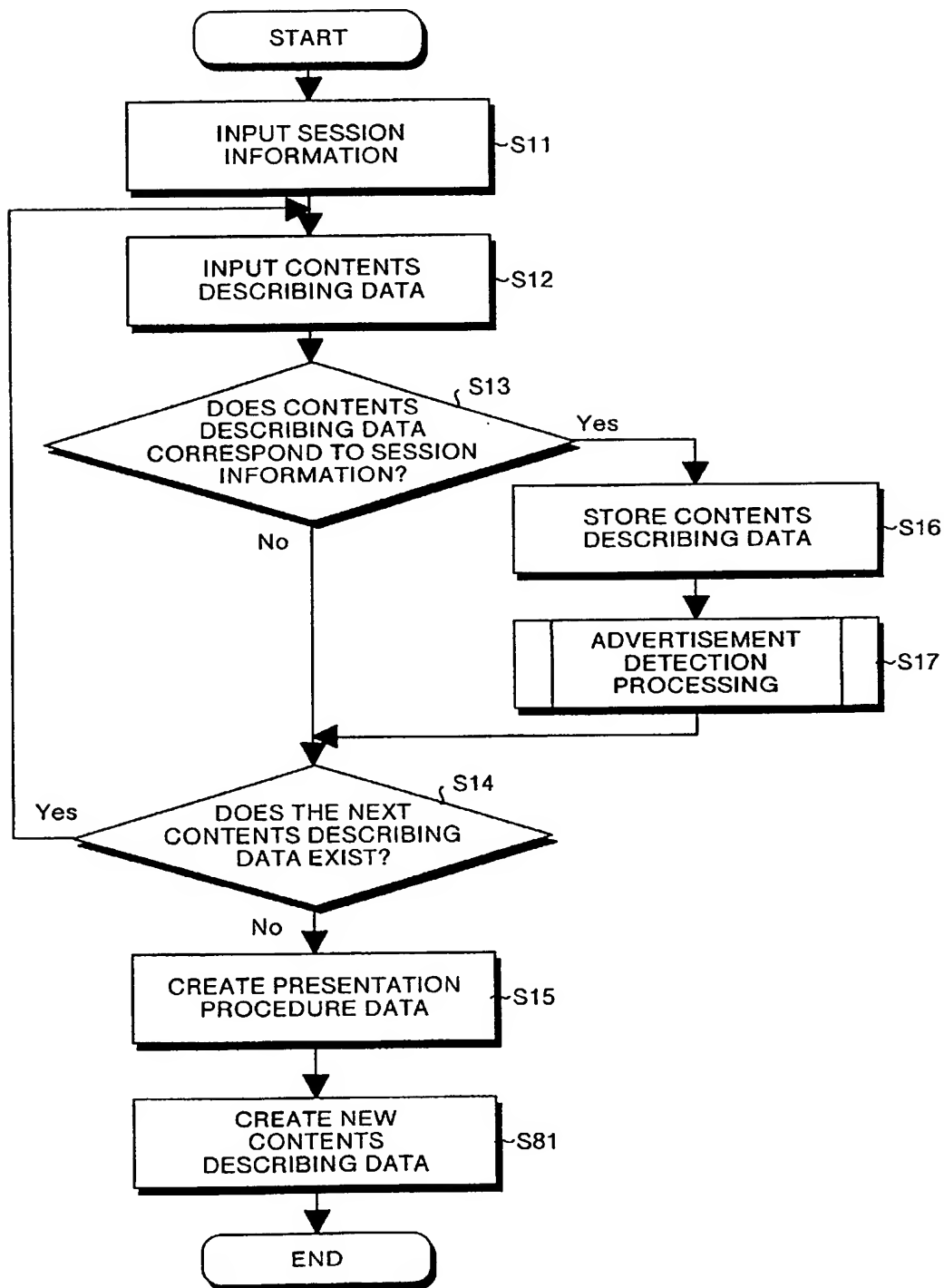


FIG.38

DATA UNIT	TIME SPAN	NAME OF ACTOR	PRODUCT NAME
SCENE 1	00 MINS 00 SECS - 10 MINS 10 SECS	NONE	NONE
SCENE 2	10 MINS 10 SECS - 10 MINS 30 SECS	ACTOR A	PRODUCT X
...
SCENE 11	25 MINS 30 SECS - 25 MINS 45 SECS	ACTOR B	PRODUCT Y
ADVERTISEMENT 2	25 MINS 45 SECS - 25 MINS 55 SECS	NONE	PRODUCT Y
SCENE 12	25 MINS 55 SECS - 35 MINS 50 SECS	NONE	NONE
SCENE 13	35 MINS 50 SECS - 36 MINS 20 SECS	ACTOR B	PRODUCT X
...

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FIG.39

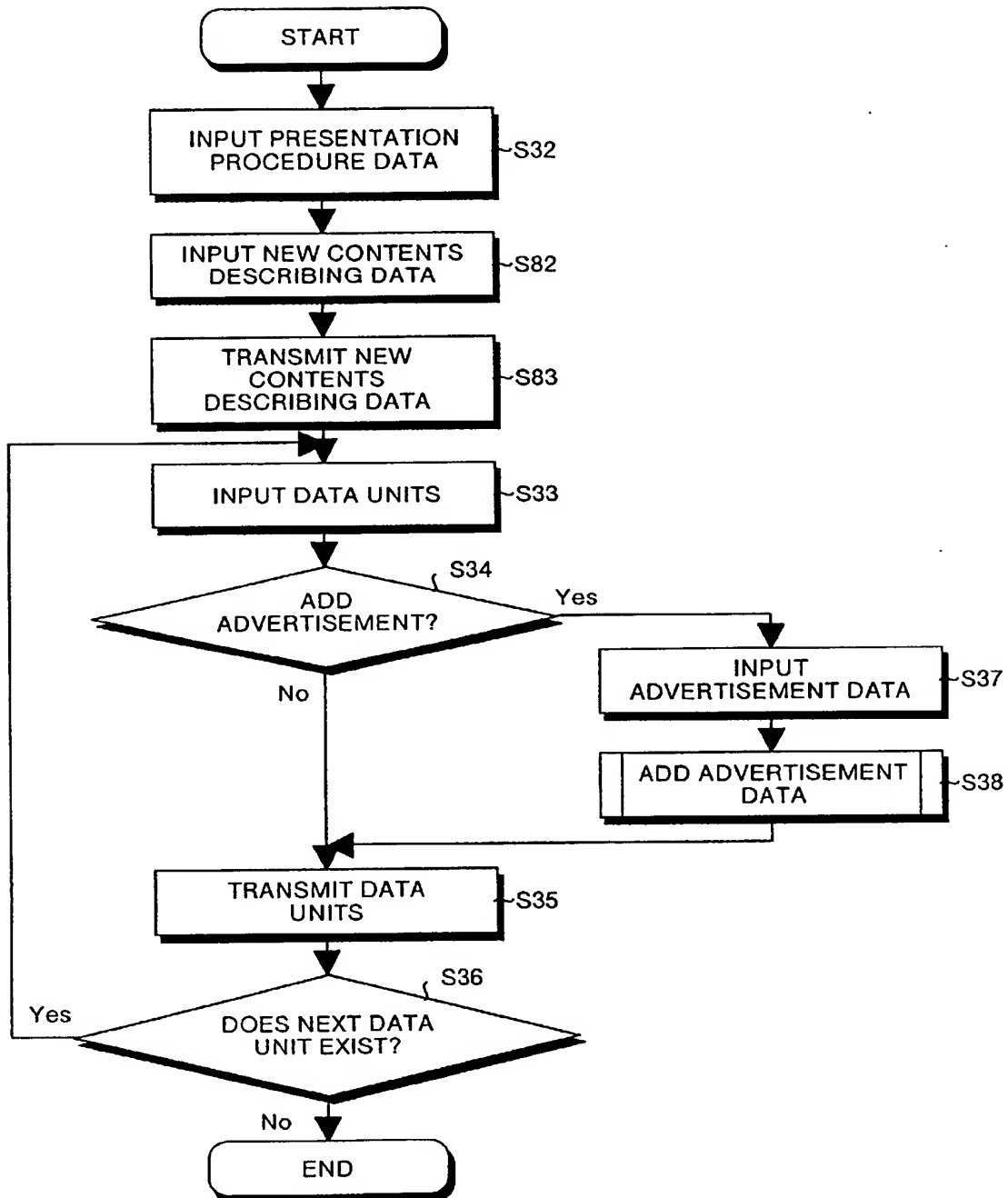


FIG.40

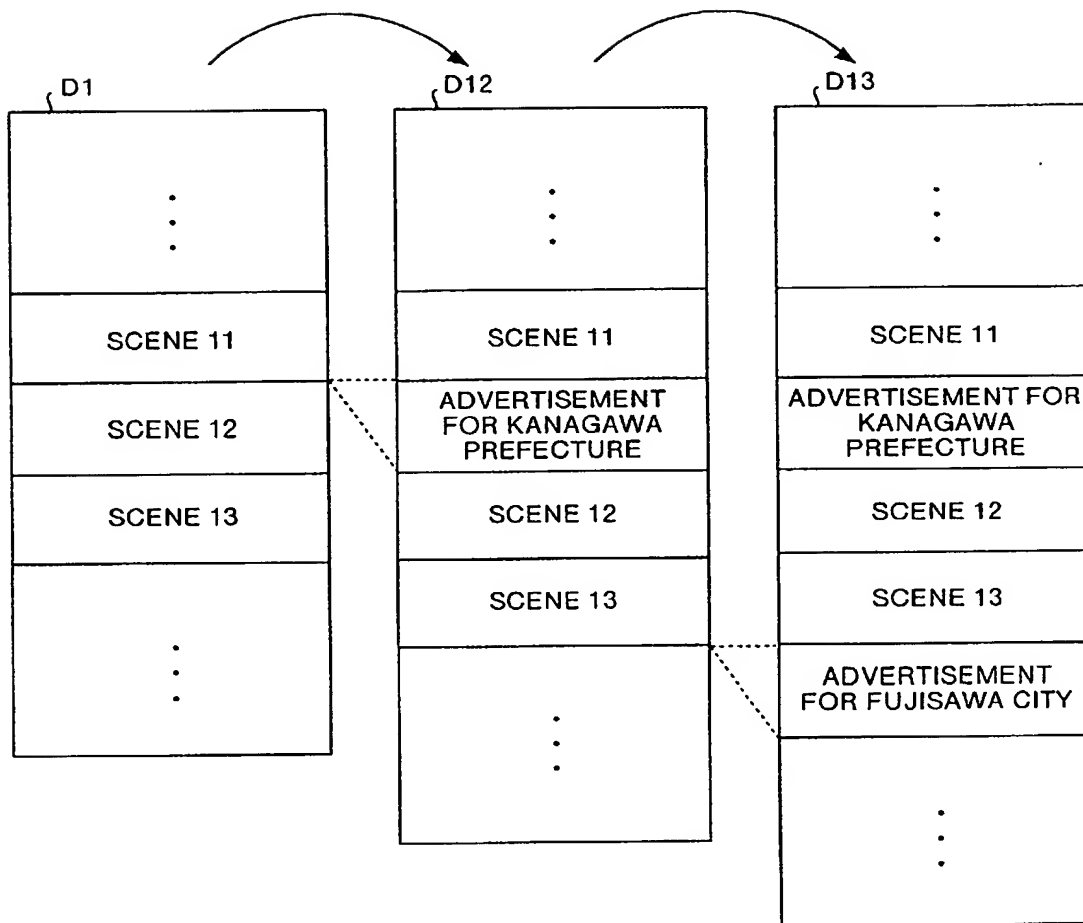


FIG.41

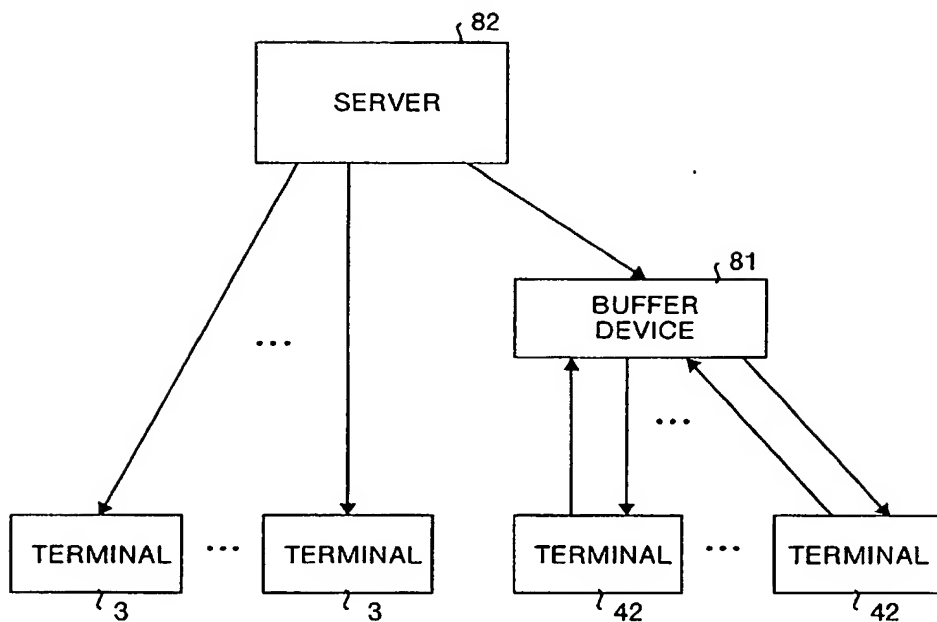


FIG.42

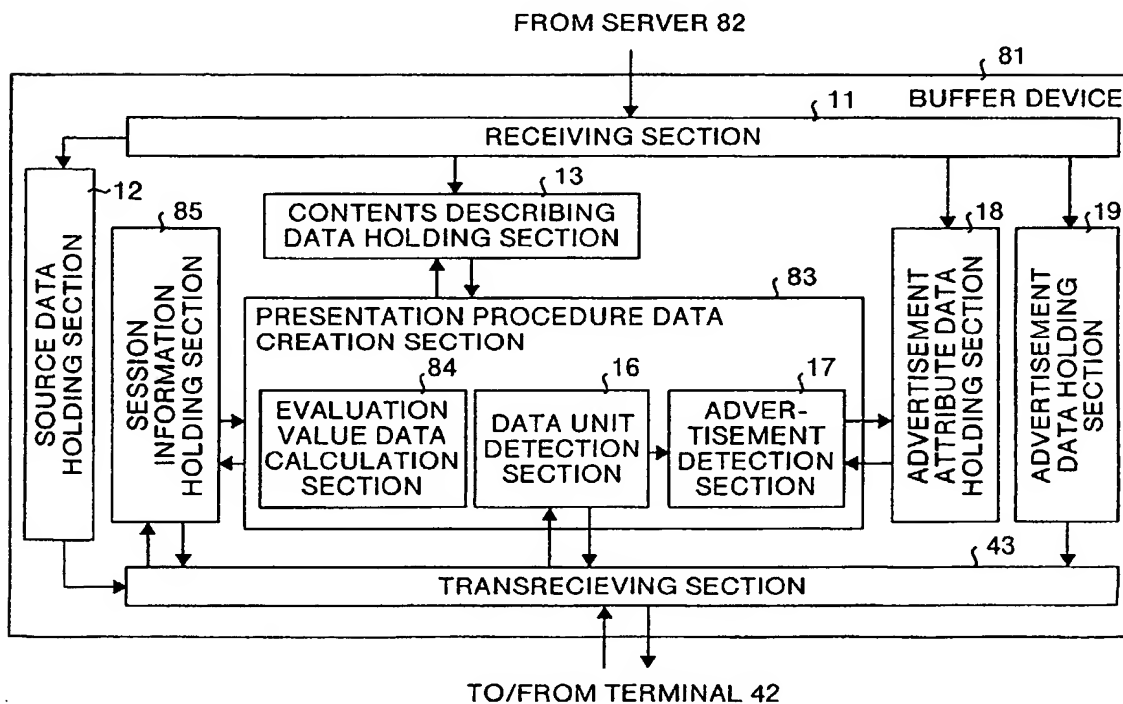


FIG.43

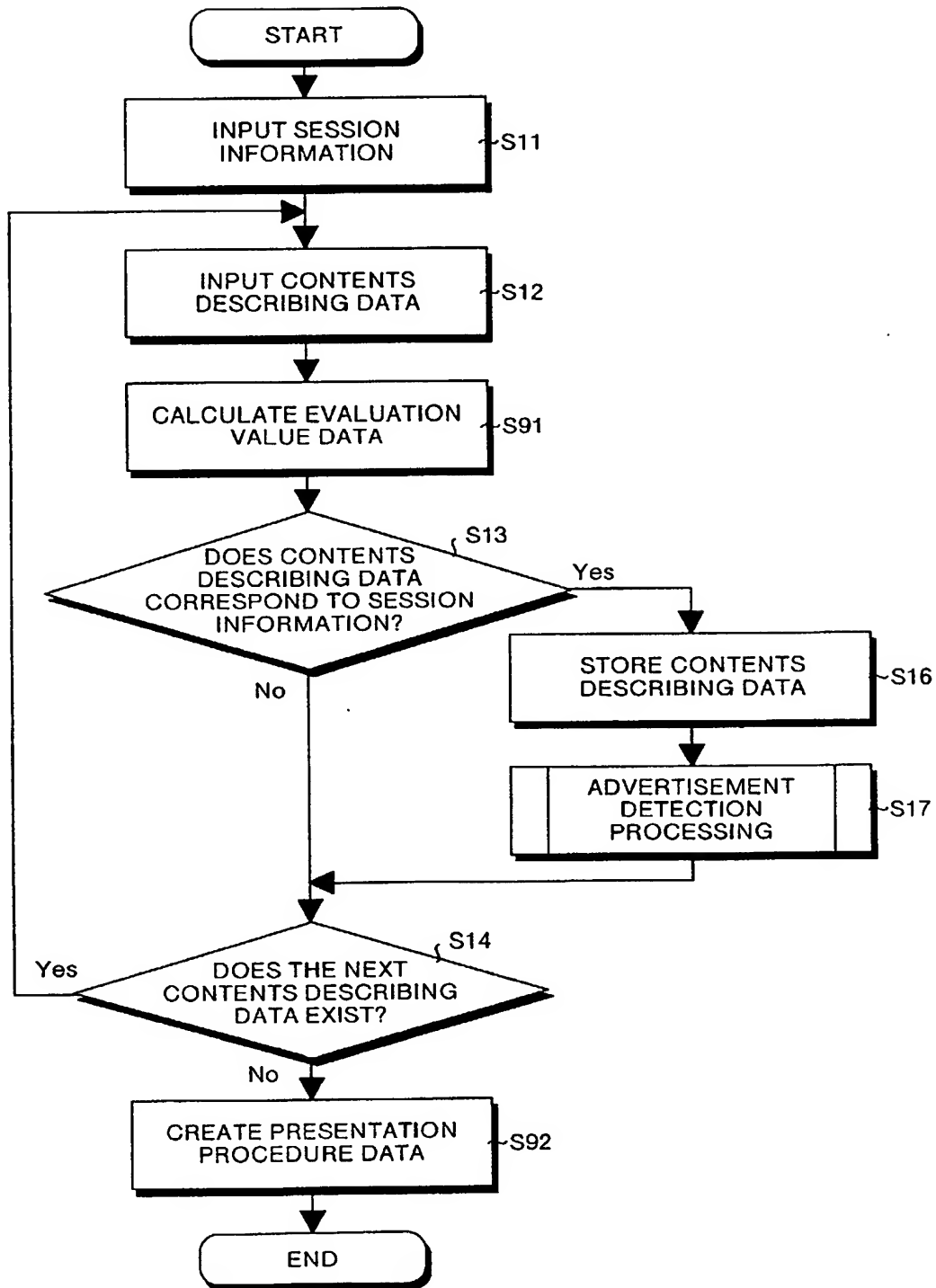


FIG.44

DATA UNIT	TIME SPAN	FIELD	LEVEL OF SIGNIFICANCE	CONTENTS
TOPIC 1	00 MINS 00 SECS - 10 MINS 10 SECS	POLITICS	1.0	PRIME MINISTER'S PRESS CONFERENCE
TOPIC 2	10 MINS 10 SECS - 15 MINS 30 SECS	ECONOMICS	0.5	STOCK PRICES
TOPIC 3	15 MINS 30 SECS - 18 MINS 45 SECS	INTERNATIONAL	0.8	NORTH AMERICAN COLD WAVE
TOPIC 4	18 MINS 45 SECS - 25 MINS 40 SECS	SPORTS	0.6	SUMO
TOPIC 5	25 MINS 40 SECS - 29 MINS 10 SECS	SPORTS	1.0	PROFESSIONAL BASEBALL JAPAN SERIES

FIG.45

USER	LEVEL OF INTEREST IN EACH FIELD				
	POLITICS	ECONOMICS	INTERNATIONAL	SOCIETY	SPORTS
USER 1	0.9	0.9	0.2	0.2	0.5
USER 2	0	0	0	0.5	1.0
...					

FIG.46

(a)

DATA UNIT	EVALUATION VALUE
TOPIC 1	0.9
TOPIC 2	0.45
TOPIC 3	0.16
TOPIC 4	0.3
TOPIC 5	0.5

(b)

DATA UNIT	EVALUATION VALUE
TOPIC 1	0
TOPIC 2	0
TOPIC 3	0
TOPIC 4	0.6
TOPIC 5	1.0

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FIG.47

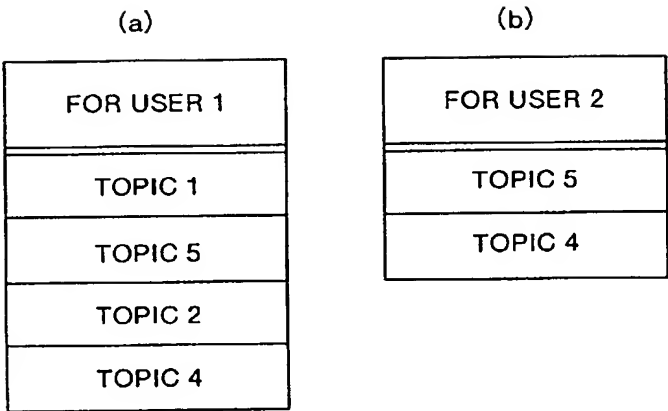


FIG.48

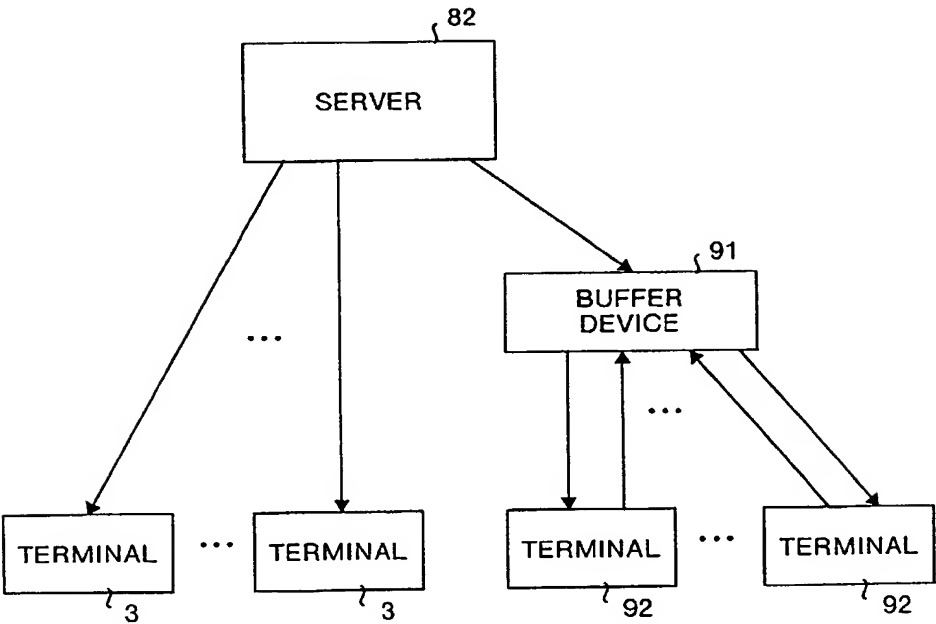


FIG.49

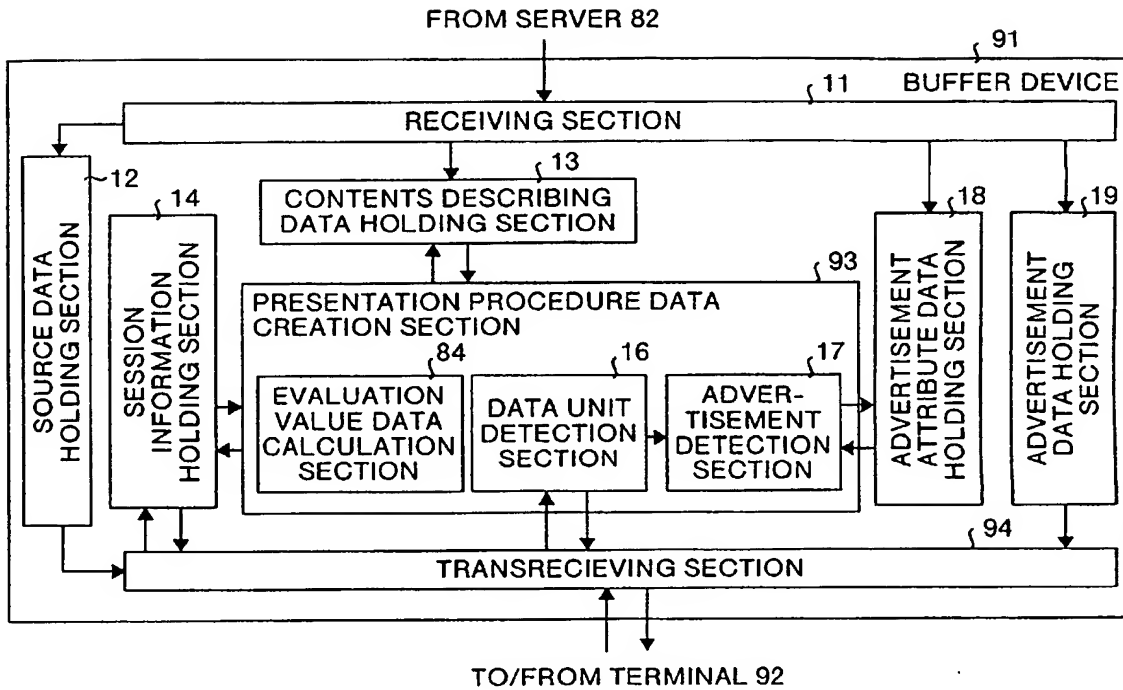


FIG.50

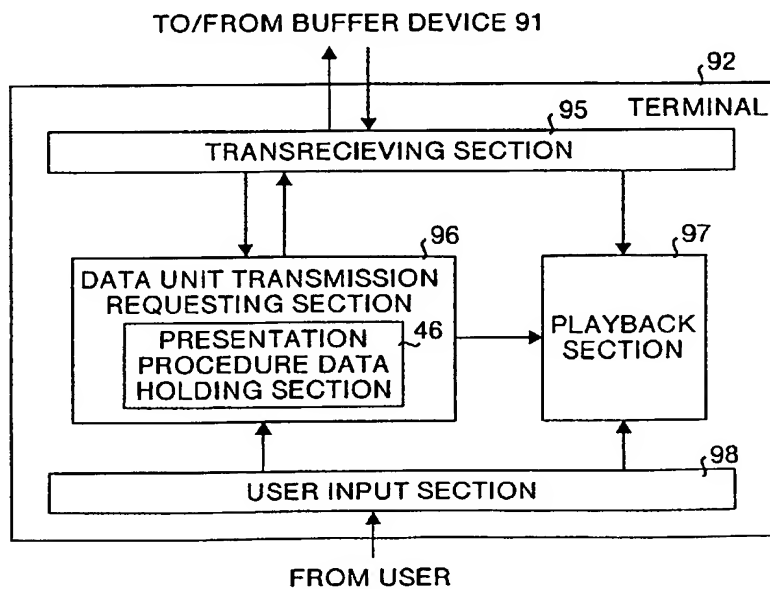


FIG.51

(a)

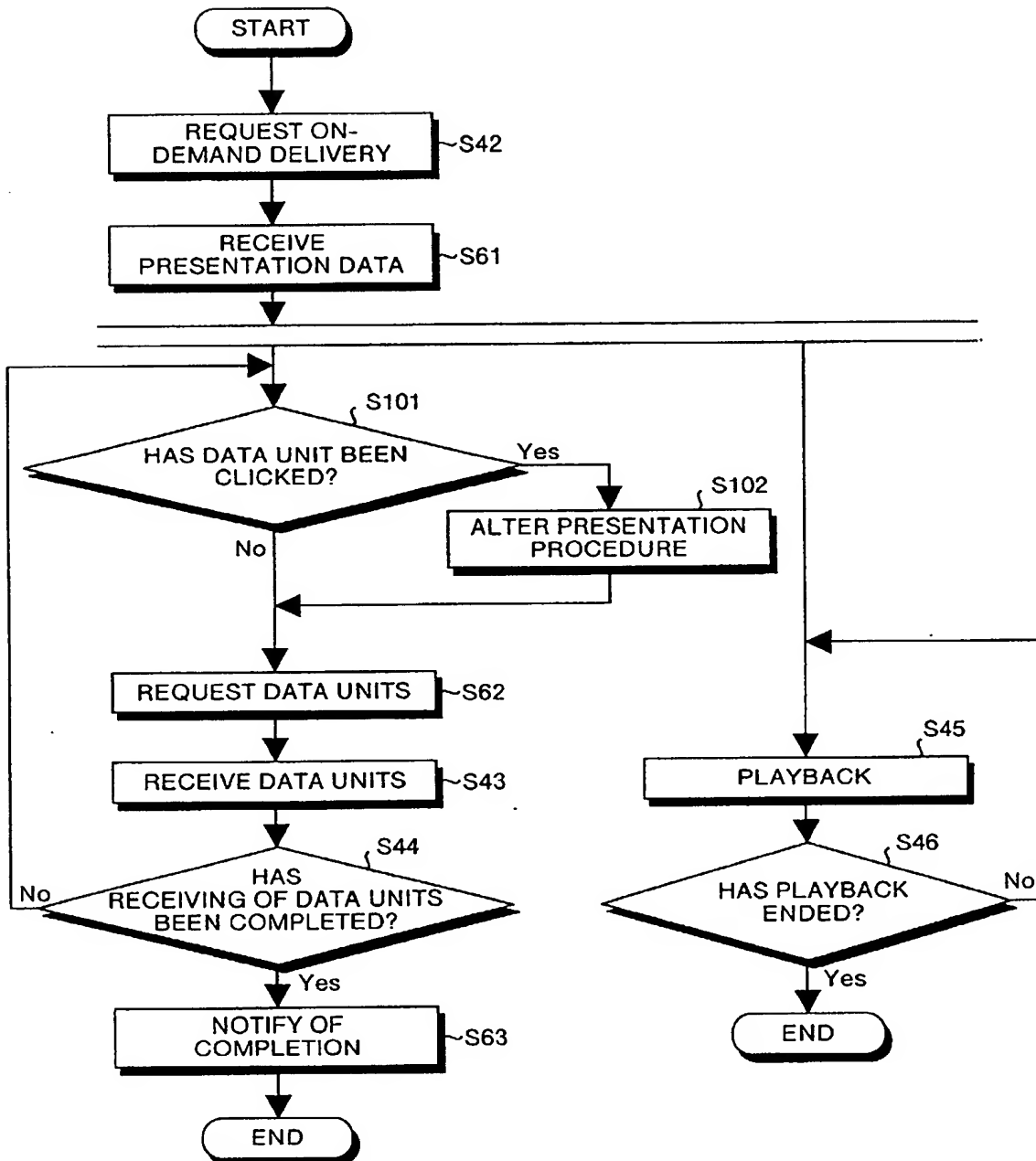
DATA UNIT	CONTENTS	EVALUATION VALUE
TOPIC 1	PRIME MINISTER'S PRESS CONFERENCE	0.9
TOPIC 5	PROFESSIONAL BASEBALL JAPAN SERIES	0.5
TOPIC 2	STOCK PRICES	0.45
TOPIC 4	SUMO	0.3

(b)

DATA UNIT	CONTENTS	EVALUATION VALUE
TOPIC 5	PROFESSIONAL BASEBALL JAPAN SERIES	1.0
TOPIC 4	SUMO	0.6

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FIG.52



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FIG.53

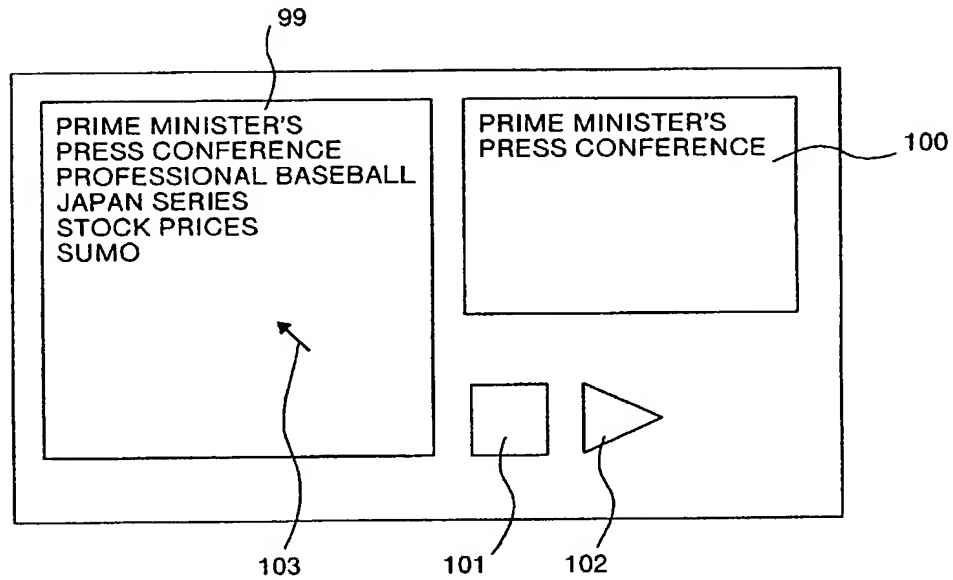


FIG.54

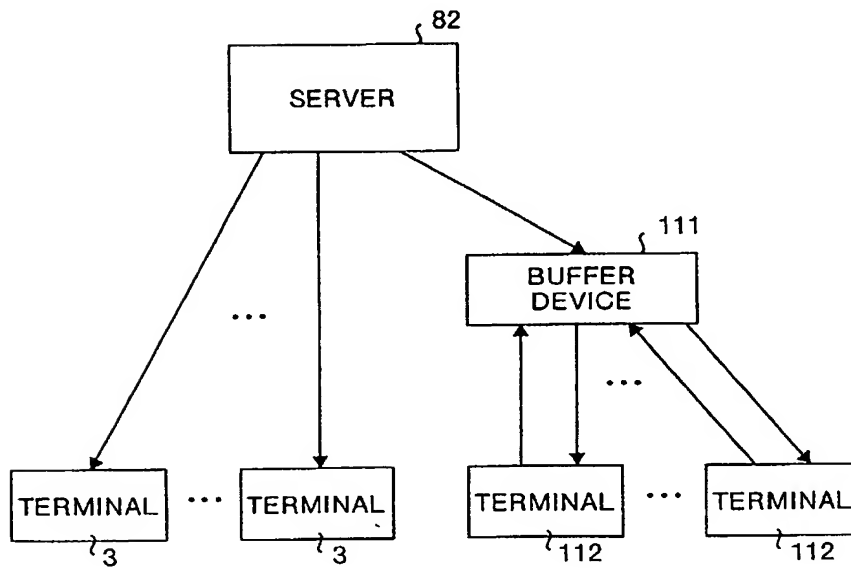


FIG.55

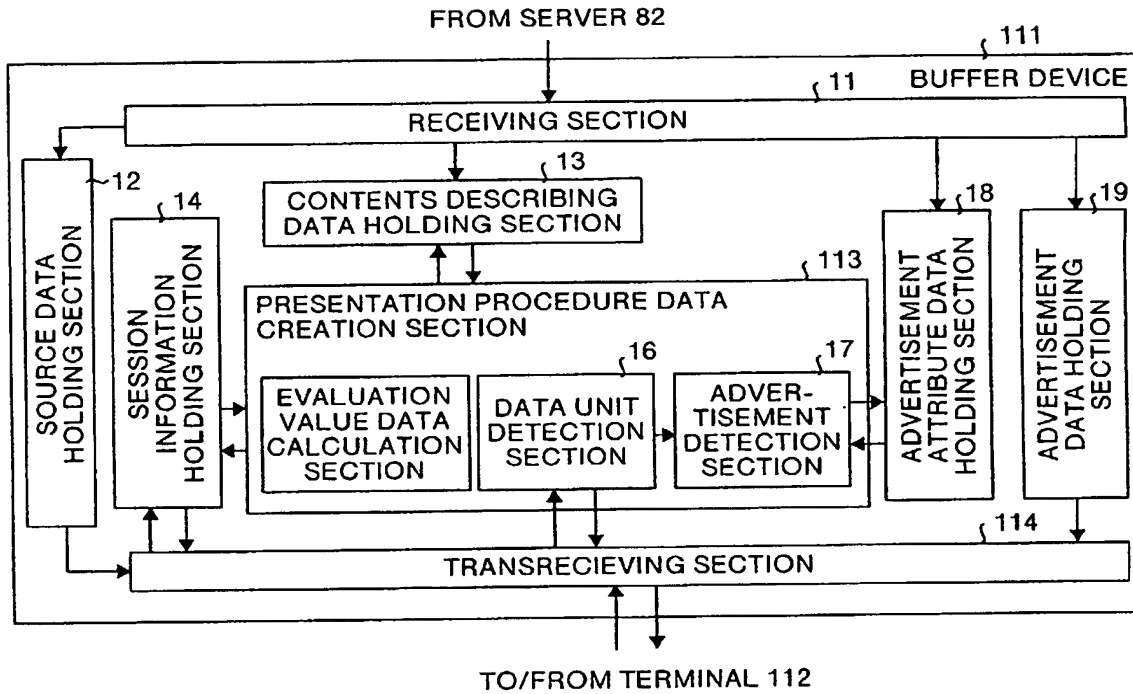


FIG.56

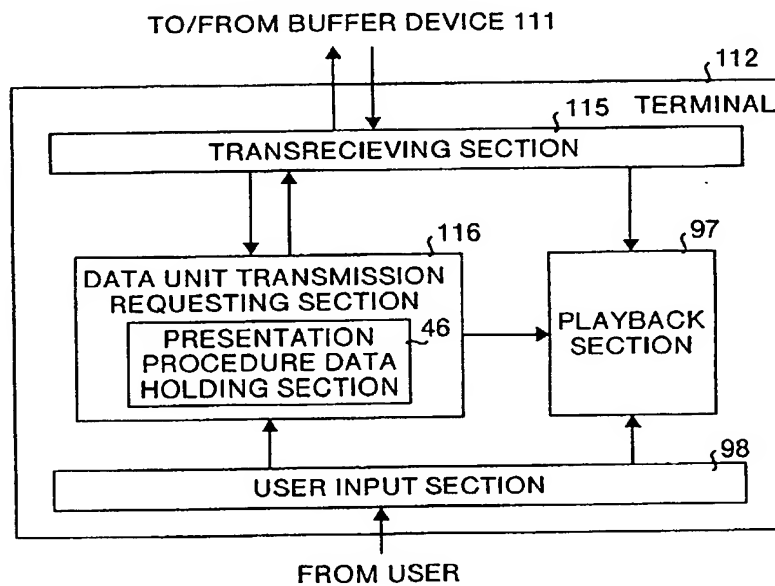
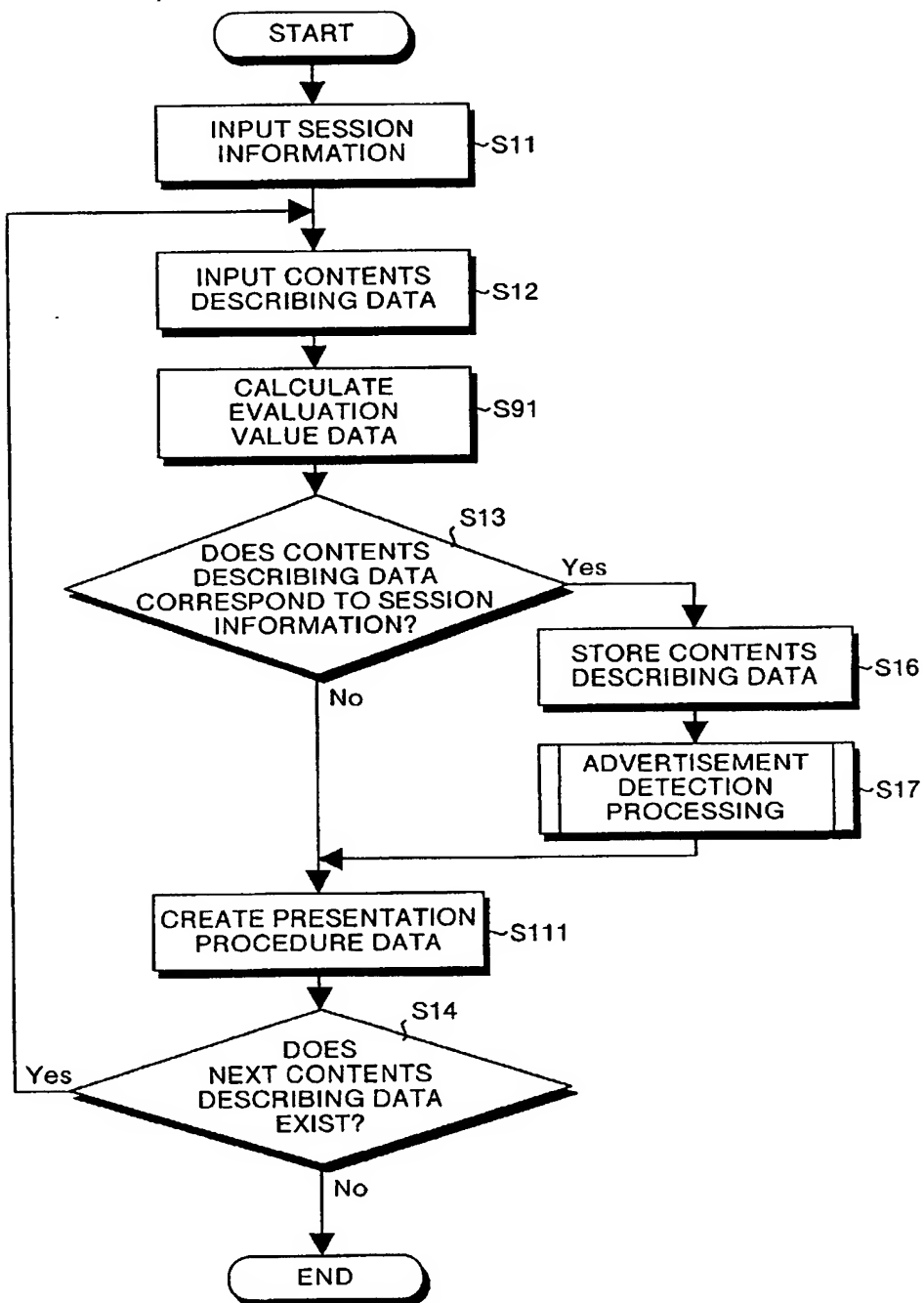
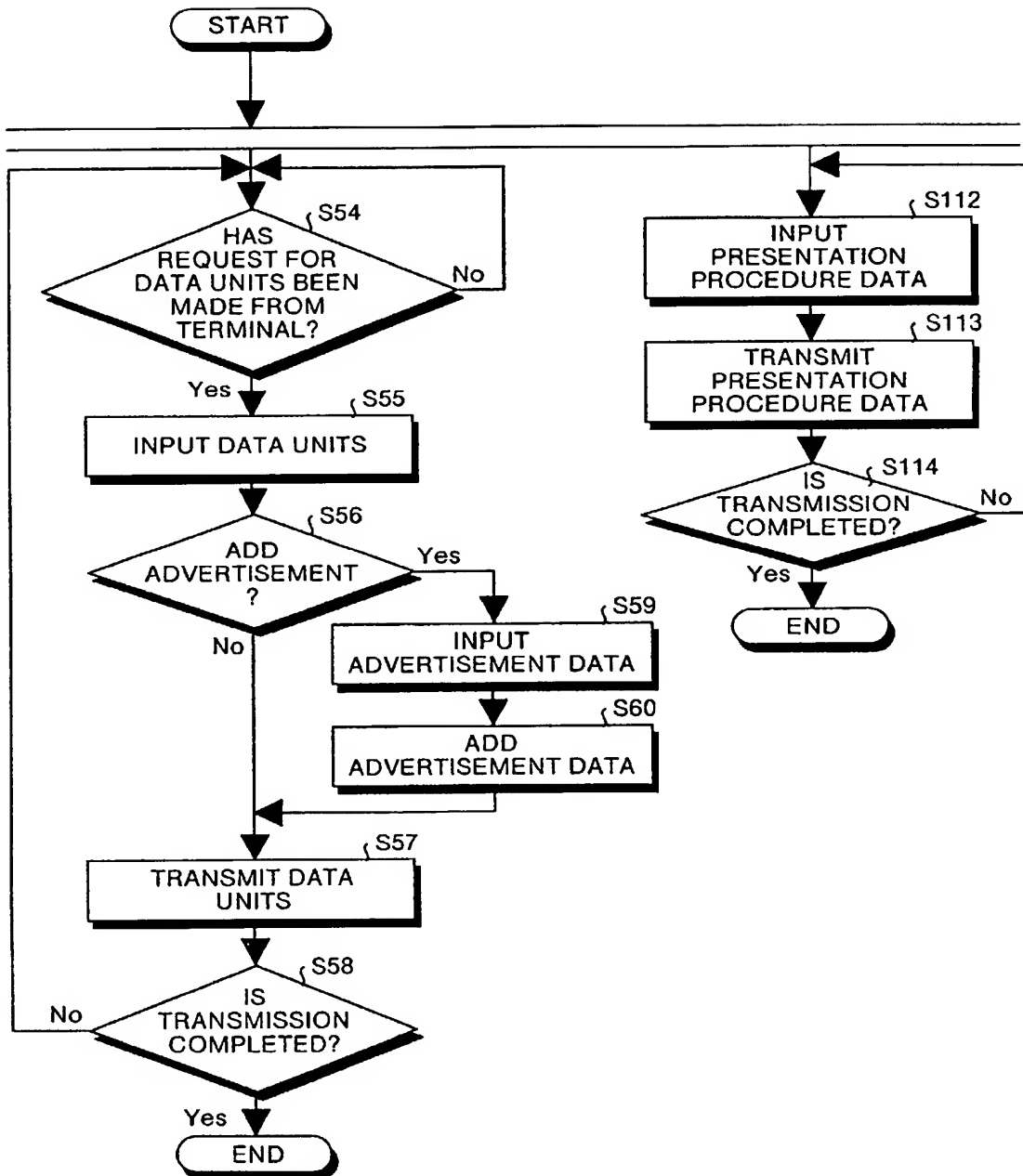


FIG.57



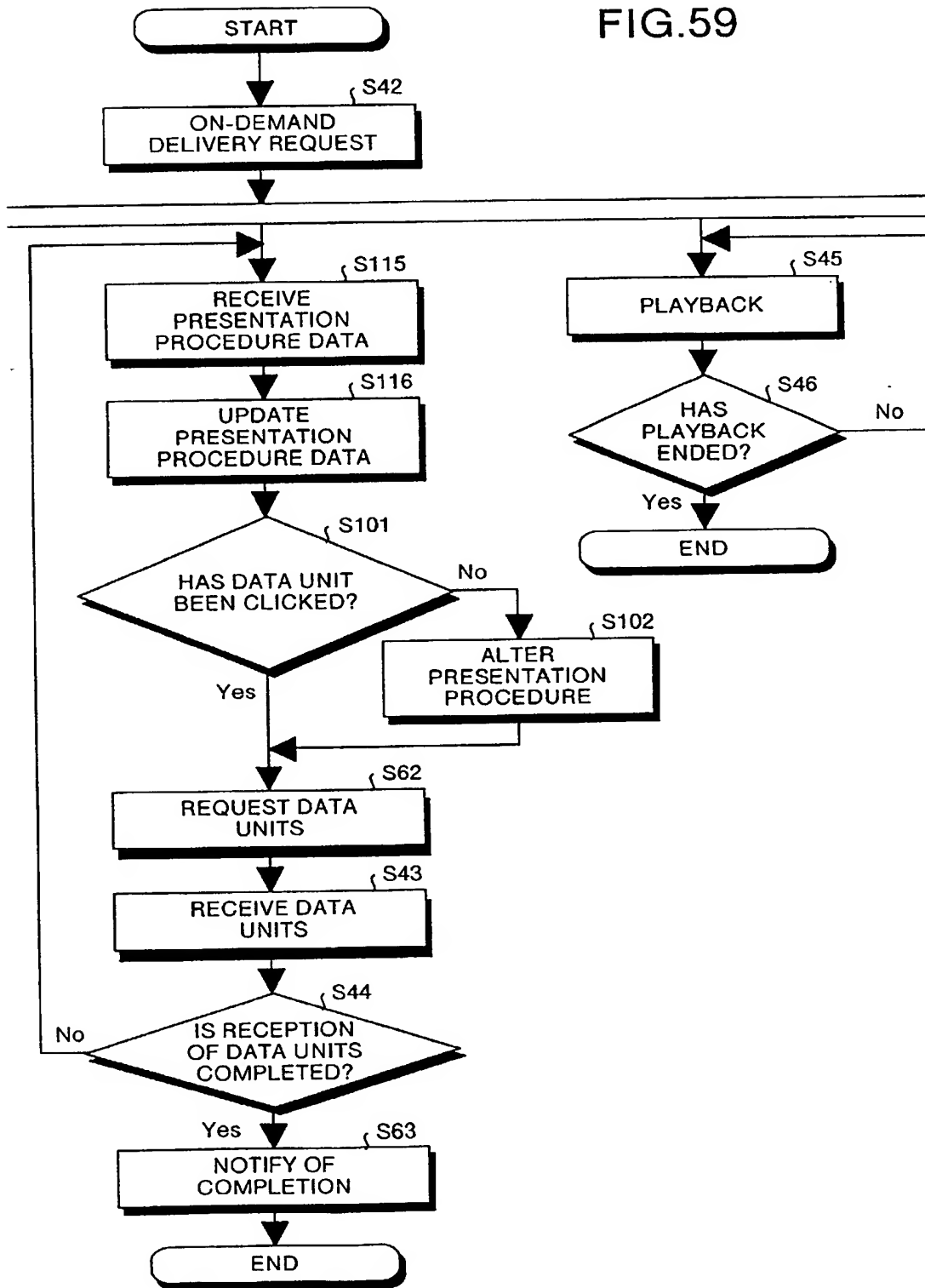
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FIG.58



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FIG.59



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FIG.60

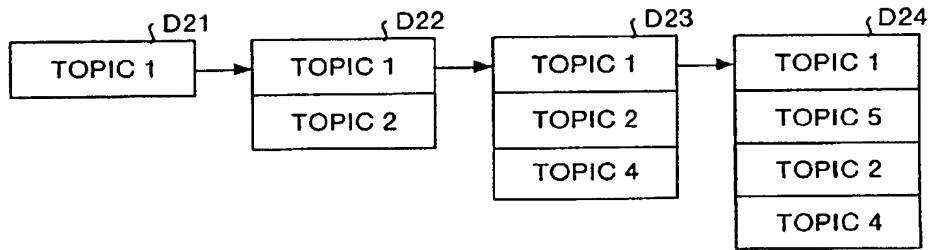
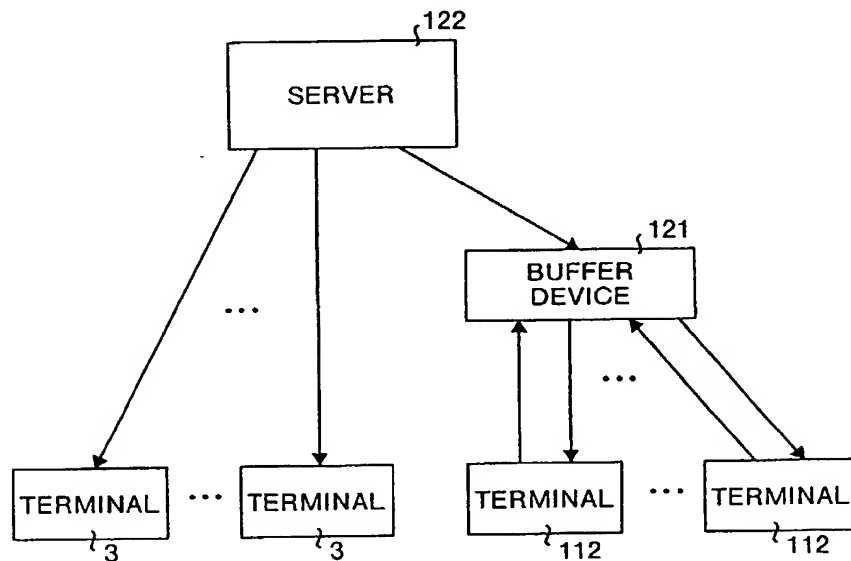


FIG.61



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FIG.62

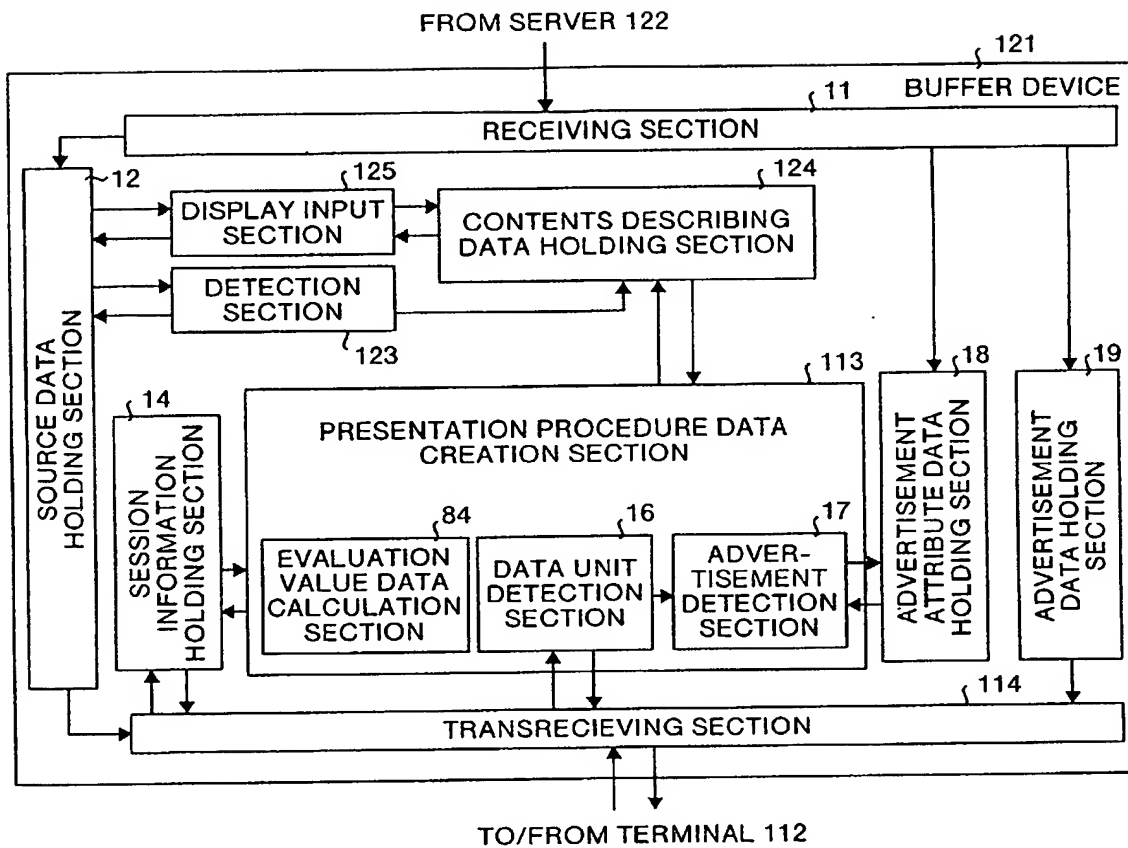
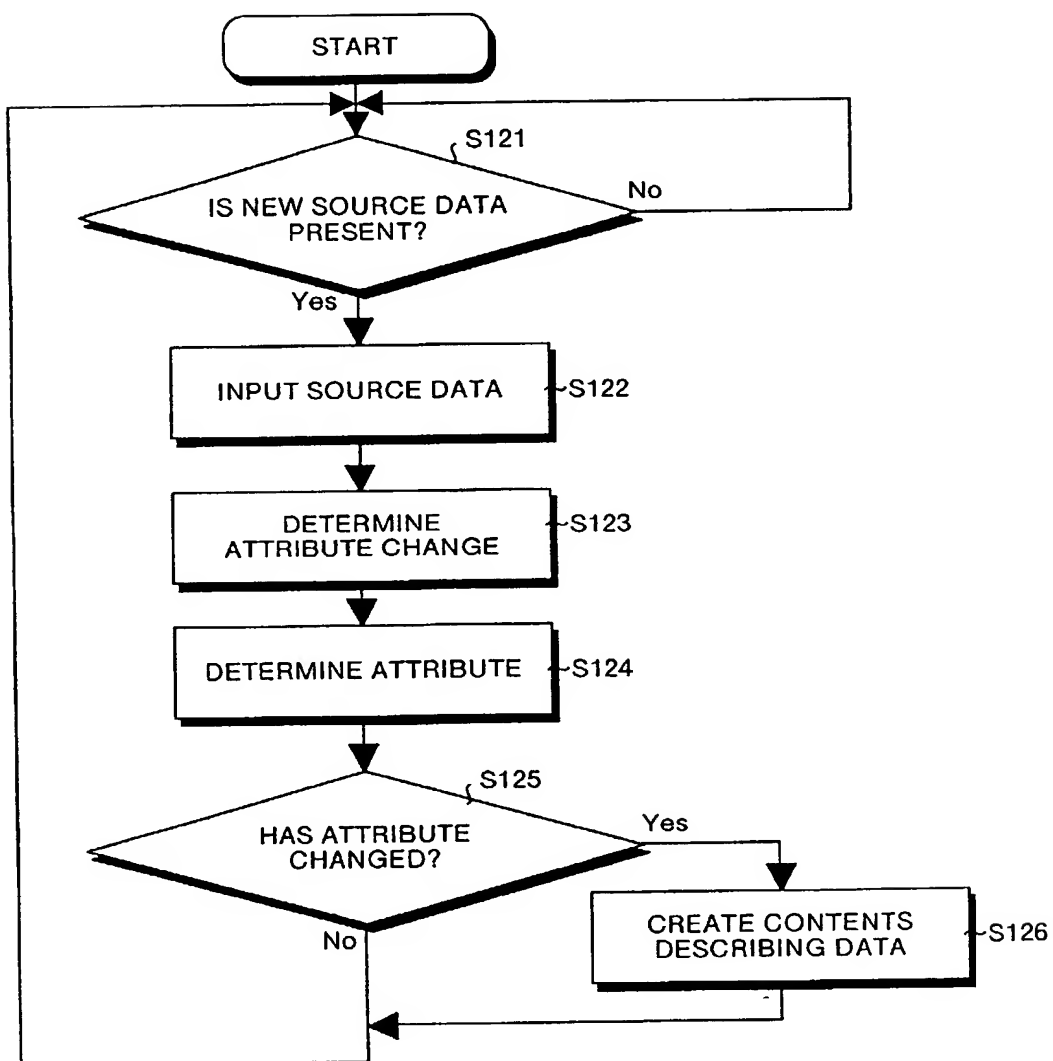


FIG.63



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FIG.64

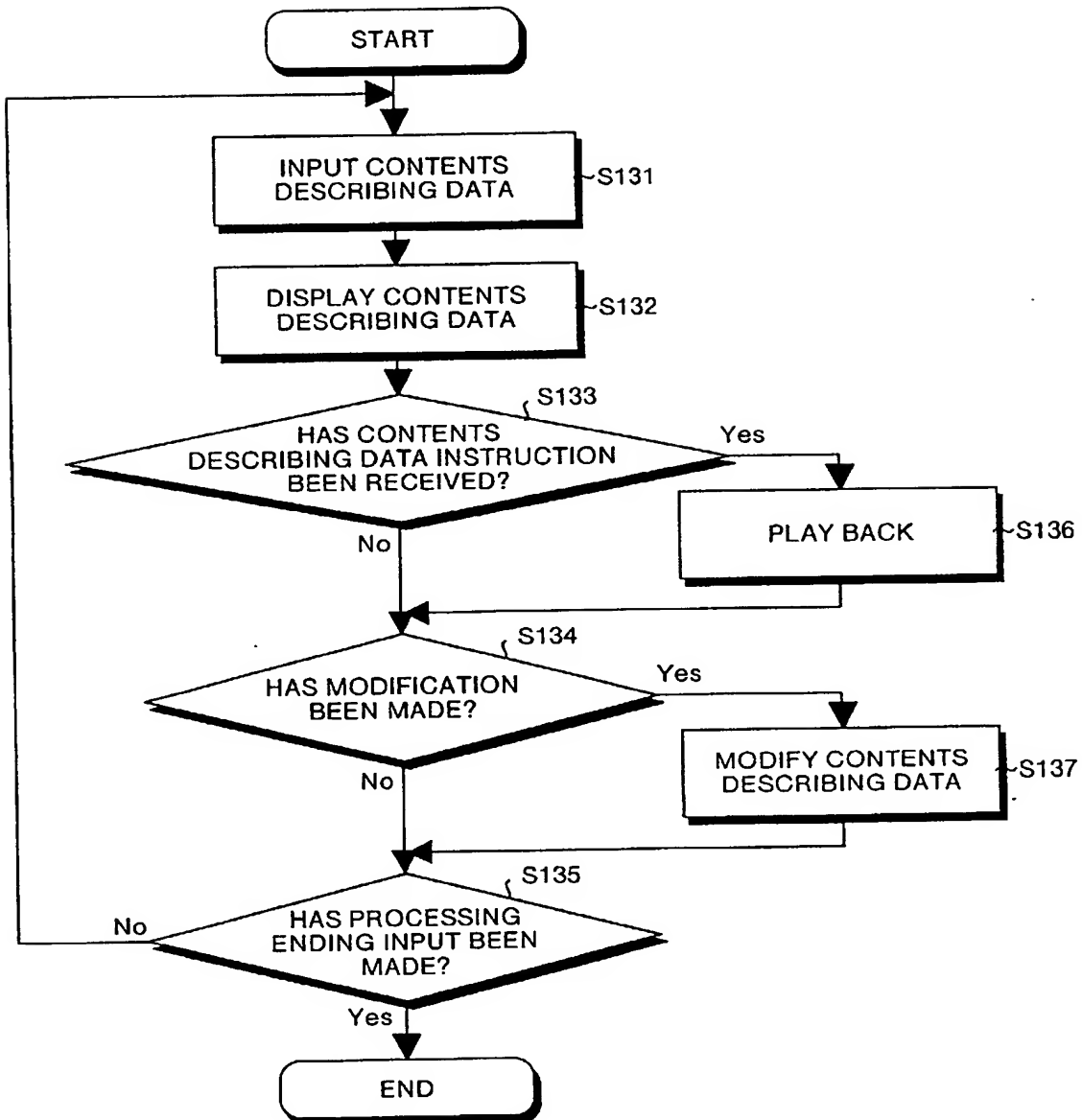


FIG.65

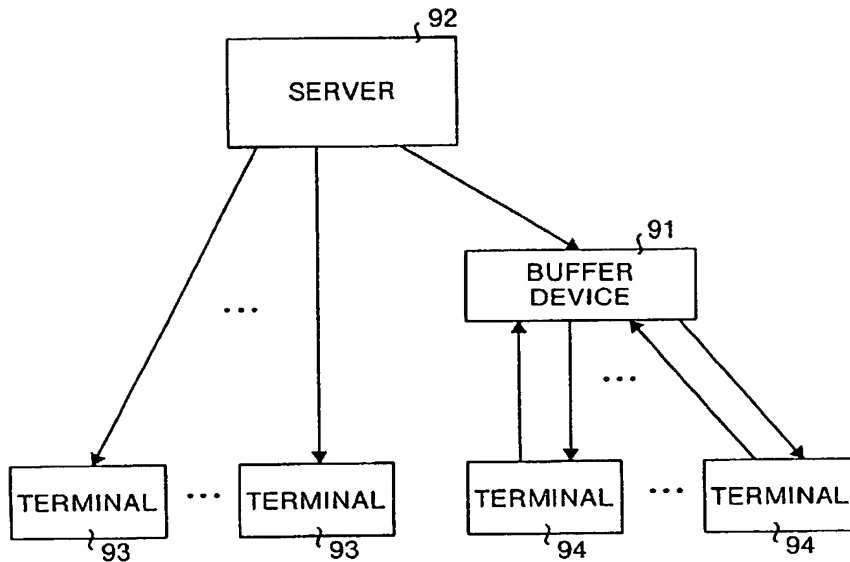
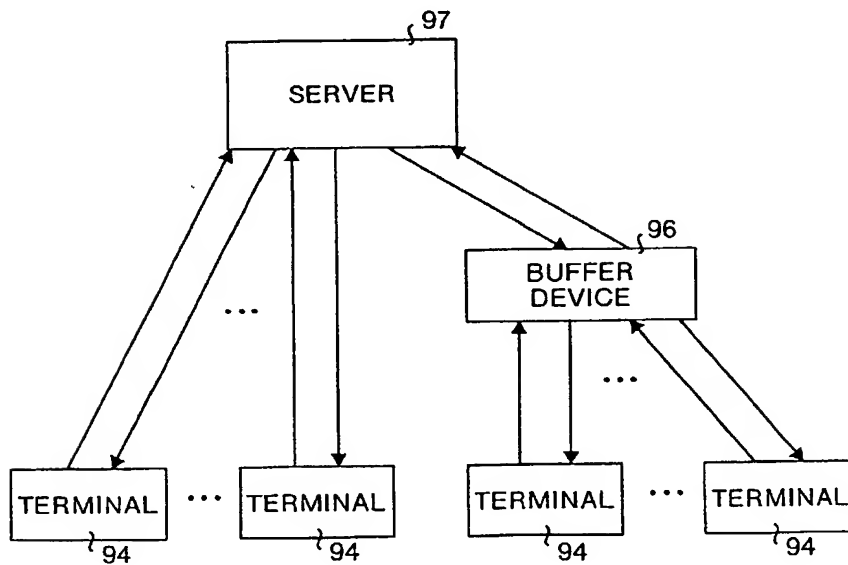


FIG.66



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